

NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 10, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.0	26,630
2	NORTH AND SOUTH PT. 6(S)	29.4	25,250
3	NORTH AND SOUTH PT. 3(S)	28.0	24,050
4	FAMILY TIES	27.6	23,710
5	MURDER, SHE WROTE	26.6	22,850
6	NORTH AND SOUTH PT. 1(S)	25.8	22,160
6	NORTH AND SOUTH PT. 4(S)	25.8	22,160
8	60 MINUTES	25.2	21,650
9	NORTH AND SOUTH PT. 2(S)	23.6	20,270
10	NORTH AND SOUTH PT. 5(S)	23.2	19,930
11	DALLAS	23.1	19,840
12	CHEERS	22.6	19,410
13	DYNASTY#	22.0	18,900
14	MIAMI VICE	21.3	18,300
15	WHO'S THE BOSS?	20.6	17,700
16	NIGHT COURT	20.1	17,270
17	HIGHWAY TO HEAVEN	19.8	17,010
18	GROWING PAINS	19.7	16,920
19	CBS TUESDAY NIGHT MOVIES	19.5	16,750
20	GOLDEN GIRLS	19.3	16,580
21	KATE & ALLIE	19.2	16,490
21	MOONLIGHTING#	19.2	16,490

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	24.6	55,190
2	FAMILY TIES	21.1	47,340
3	NORTH AND SOUTH PT. 6(S)	20.3	45,510
4	NORTH AND SOUTH PT. 1(S)	17.9	40,090
5	NORTH AND SOUTH PT. 3(S)	17.6	39,520
6	MURDER, SHE WROTE	16.8	37,700
7	AMAZING STORIES	16.2	36,310
8	NORTH AND SOUTH PT. 2(S)	16.2	36,270
9	NORTH AND SOUTH PT. 4(S)	16.1	36,060
10	CHEERS	15.8	35,560
11	NORTH AND SOUTH PT. 5(S)	15.8	35,440
12	WHO'S THE BOSS?	15.4	34,510
13	60 MINUTES	15.1	33,930
14	DALLAS	14.4	32,290
15	CHARLIE BROWN-GRT.PUMPKIN(S)	14.4	32,250
16	MOONLIGHTING#	14.4	32,210
17	FACTS OF LIFE	14.3	31,990
18	GROWING PAINS	14.2	31,890
19	GOLDEN GIRLS	14.0	31,470
20	MIAMI VICE	13.7	30,670
21	NIGHT COURT	13.5	30,280
22	GARFIELD'S HALLOWEEN(S)	13.3	29,880
23	GIMME A BREAK	13.0	29,110

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NORTH AND SOUTH PT. 6(S)	26.3	23,510
2	BILL COSBY SHOW	26.0	23,320
3	NORTH AND SOUTH PT. 3(S)	24.2	21,630
4	FAMILY TIES	23.4	20,980
5	MURDER, SHE WROTE	22.6	20,210
6	NORTH AND SOUTH PT. 1(S)	22.5	20,160
7	NORTH AND SOUTH PT. 4(S)	21.4	19,140
8	NORTH AND SOUTH PT. 5(S)	20.9	18,730
9	DALLAS	20.6	18,450
10	NORTH AND SOUTH PT. 2(S)	20.5	18,400
11	DYNASTY#	20.1	18,040
12	60 MINUTES	18.9	16,910
13	CHEERS	18.4	16,480
14	NBC MONDAY NIGHT MOVIES	18.1	16,170
15	CBS TUESDAY NIGHT MOVIES	17.0	15,230
16	GOLDEN GIRLS	16.9	15,160
17	MOONLIGHTING#	16.8	15,080
18	WHO'S THE BOSS?	16.8	15,010
19	FACTS OF LIFE	16.5	14,780
20	FALCON CREST	16.4	14,720
21	KATE & ALLIE	16.3	14,590

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NORTH AND SOUTH PT. 1(S)	20.3	16,380
2	BILL COSBY SHOW	19.6	15,860
3	NORTH AND SOUTH PT. 6(S)	19.1	15,450
4	60 MINUTES	17.7	14,320
5	NORTH AND SOUTH PT. 3(S)	17.5	14,170
6	CBS NFL FOOTBALL GAME 1	17.4	14,080
7	FAMILY TIES	16.7	13,470
8	AMAZING STORIES	16.6	13,380
9	MURDER, SHE WROTE	16.1	13,020
10	NFL MONDAY NIGHT FOOTBALL	16.0	12,910
11	NORTH AND SOUTH PT. 4(S)	15.8	12,750
12	NORTH AND SOUTH PT. 5(S)	15.2	12,320
13	MIAMI VICE	15.1	12,200
14	CBS NFL FOOTBALL GAME 2#	15.0	12,150
15	CHEERS	14.8	11,990
16	NORTH AND SOUTH PT. 2(S)	14.8	11,960
17	MOONLIGHTING#	14.7	11,850
18	NBC SUNDAY NIGHT MOVIE	13.8	11,120
19	NFL FOOTBALL GAME 2-NBC#	13.8	11,110
20	NIGHT COURT	13.7	11,060
21	WHO'S THE BOSS?	13.1	10,570

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 10, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NORTH AND SOUTH PT. 6(S)	26.6	15,050
2	BILL COSBY SHOW	26.5	14,960
3	FAMILY TIES	24.5	13,870
4	NORTH AND SOUTH PT. 3(S)	22.5	12,700
5	NORTH AND SOUTH PT. 1(S)	21.0	11,860
6	NORTH AND SOUTH PT. 2(S)	20.7	11,680
7	NORTH AND SOUTH PT. 4(S)	20.1	11,330
8	CHEERS	19.9	11,260
9	MOONLIGHTING#	19.4	10,970
10	AMAZING STORIES	18.7	10,560
11	NORTH AND SOUTH PT. 5(S)	18.5	10,480
12	DYNASTY#	18.2	10,280
13	NIGHT COURT	18.2	10,270
14	NBC MONDAY NIGHT MOVIES	17.8	10,060
15	NBC SUNDAY NIGHT MOVIE	17.5	9,860
16	DALLAS	17.2	9,720
17	MIAMI VICE	16.7	9,410
18	WHO'S THE BOSS?	16.6	9,380
19	MURDER, SHE WROTE	16.1	9,100
20	FACTS OF LIFE	16.1	9,090
21	GROWING PAINS	15.7	8,870

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	35.6	9,770
2	60 MINUTES	30.5	8,380
3	DALLAS	28.9	7,920
4	NORTH AND SOUTH PT. 3(S)	26.3	7,220
5	NORTH AND SOUTH PT. 1(S)	25.8	7,090
6	BILL COSBY SHOW	25.4	6,960
7	FALCON CREST	25.3	6,950
8	NORTH AND SOUTH PT. 6(S)	24.6	6,750
9	NORTH AND SOUTH PT. 4(S)	24.4	6,700
10	DYNASTY#	23.6	6,490
11	HOTEL#	23.5	6,450
12	NORTH AND SOUTH PT. 5(S)	23.5	6,440
13	HIGHWAY TO HEAVEN	23.2	6,360
14	CRAZY LIKE A FOX	21.8	5,990
15	CBS TUESDAY NIGHT MOVIES	21.8	5,980
16	FAMILY TIES	20.9	5,730
17	GOLDEN GIRLS	20.7	5,670
18	KNOTS LANDING	19.1	5,250
19	NORTH AND SOUTH PT. 2(S)	18.9	5,200
20	KATE & ALLIE	18.3	5,030
20	SCARECROW & MRS. KING	18.3	5,030

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.6	10,760
2	AMAZING STORIES	19.3	10,600
3	NORTH AND SOUTH PT. 1(S)	18.9	10,390
4	FAMILY TIES	17.4	9,540
5	MIAMI VICE	16.6	9,110
6	MOONLIGHTING#	16.3	8,940
7	CBS NFL FOOTBALL GAME 1	16.0	8,750
8	CHEERS	15.8	8,650
9	NBC SUNDAY NIGHT MOVIE	15.4	8,430
10	NORTH AND SOUTH PT. 6(S)	15.0	8,240
11	NORTH AND SOUTH PT. 3(S)	14.9	8,150
12	NIGHT COURT	14.7	8,080
13	NFL MONDAY NIGHT FOOTBALL	14.5	7,940
14	CBS NFL FOOTBALL GAME 2#	14.2	7,780
15	NFL FOOTBALL GAME 2-NBC#	13.2	7,260
16	WHO'S THE BOSS?	12.9	7,050
17	NORTH AND SOUTH PT. 4(S)	12.5	6,880
18	60 MINUTES	12.4	6,820
19	NFL FOOTBALL GAME 1-NBC	12.4	6,800

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.2	6,260
2	MURDER, SHE WROTE	27.8	5,770
3	NORTH AND SOUTH PT. 6(S)	26.4	5,480
4	NORTH AND SOUTH PT. 4(S)	25.0	5,200
5	NORTH AND SOUTH PT. 3(S)	23.7	4,930
6	NORTH AND SOUTH PT. 1(S)	23.0	4,770
7	NORTH AND SOUTH PT. 5(S)	22.3	4,630
8	NORTH AND SOUTH PT. 2(S)	21.4	4,450
9	CBS NFL FOOTBALL GAME 1	21.2	4,410
10	BILL COSBY SHOW	21.0	4,360
11	NFL MONDAY NIGHT FOOTBALL	20.7	4,290
12	DALLAS	19.7	4,090
12	HIGHWAY TO HEAVEN	19.7	4,090
14	CBS NFL FOOTBALL GAME 2#	17.4	3,610
15	FALCON CREST	16.8	3,480
16	20/20#	16.4	3,400
17	DYNASTY#	16.2	3,360
18	CBS EVENING NEWS-RATHER	16.0	3,330
19	NBC NIGHTLY NEWS-SAT.	15.8	3,290
20	NFL FOOTBALL GAME 2-NBC#	15.7	3,250
21	NBC NIGHTLY NEWS	15.4	3,200

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
*EVENING																																		
A TEAM																																		
TUE.		8.00P	60	NBC	A	5	209	212	A	18.0	27	1546	1837	728	301	795	284	474	412	344	277	630	220	393	344	270	200	139	43^	273	181			
		8.00 - 8.30							B	19.1	29	1641	1881	693	294	757	271	461	410	320	264	651	230	422	380	303	197	148	49	325	216			
		8.30 - 9.00							A	17.0	26	1460	1809	729	286	792	264	452	404	349	293	619	212	385	331	269	199	140	48^	258	166			
									A	19.0	28	1632	1854	726	312	795	300	489	417	339	263	640	227	401	356	270	200	134	38^	285	194			
ABC BUSINESS BRIEF-MON																																		
1 MON.		10.49P	1	ABC	N	2	199		A	14.2	24	1220	1514	419	216^	470	191^	344	310	215^	126^	895	342	590	574	447	259	97^	38v	52v	52v			
							91		B	14.3	23	1228	1463	400	208	449	142	272	248	231	158	851	294	523	535	449	253	80	50	83	68			
ABC BUSINESS BRIEF-WED																																		
WED.		8.58P	1	ABC	N	5	192	193	A	15.7	23	1349	1649	754	390	839	321	493	422	345	274	564	226	345	300	231	196	103	37^	143	77^			
							90	90	B	14.6	22	1254	1700	777	338	860	335	510	432	365	292	522	208	323	280	219	170	109	65	209	141			
ABC BUSINESS BRIEF-FRI																																		
1 FRI.		8.42P	1	ABC	N	6	189	191	A	12.8	21	1100	1765	714	281	743	240	376	372	302	295	473	180	265	256	175	190	136	94^	413	227			
2 FRI.		8.41P	1				90	90	B	12.1	20	1039	1823	756	310	841	294	463	421	330	321	443	133	232	252	201	178	120	84	419	226			
ABC MOVIE SPECIAL(S)																																		
1 THU.		8.00P	120	ABC	FF		198		A	8.3	13	713	1511	794	195^	796	327^	439	327^	265^	299^	574	187^	331^	297^	260^	236^	LT	LT	137^	110^			
		8.00 - 8.30							A	6.3	10	541	1560	905	327^	905	404^	546	407^	288^	300^	547	229^	307^	262^	190^	240^	21v	21v	87v	87v			
		8.30 - 9.00							A	8.0	12	687	1572	815	198^	815	327^	428	332^	268^	322^	555	234^	324^	268^	187^	231^	LT	LT	202^	144^			
		9.00 - 9.30							A	9.3	14	799	1541	773	136^	773	296^	415	319^	264^	301^	601	168^	374	337	314^	227^	LT	LT	167^	118^			
		9.30 - 10.00							A	9.5	15	816	1396	732	162^	732	308^	403	280^	248^	278^	579	144^	310^	308^	307^	243^	LT	LT	85^	85^			
ABC MOVIE SPEC.(S)																																		
1 FRI.		9.00P	120	ABC	FF		205		A	10.5	17	902	1797	597	311	791	406	626	483	353	137^	473	192^	340	305	218^	119^	248^	117^	285^	235^			
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
10.30 - 11.00																																		
ABC NEWSBRIEF-MON																																		
MON.		8.58P	1	ABC	N	6	159	163	A	11.7	18	1005	1818	762	378	849	325	509	411	380	280	630	172	330	324	291	272	130^	70^	209	107^			
							83	85	B	11.8	18	1014	1849	685	301	741	255	430	390	338	257	680	210	386	381	320	240	166	86	262	177			
ABC NEWSBRIEF-TUE																																		
1 TUE.		9.58P	1	ABC	N	6	185	183	A	17.0	25	1460	1792	790	366	895	361	603	522	426	240	623	222	403	415	303	174	174	95	100	59^			
2 TUE.		9.51P	1				91	85	B	13.4	20	1151	1735	740	351	833	331	552	472	384	231	614	244	399	388	276	176	150	89	138	83			
ABC NEWSBRIEF-WED																																		
1 WED.		9.58P	1	ABC	N	6	188	187	A	21.5	33	1847	1549	802	291	896	304	501	452	406	323	522	188	307	285	235	179	80	42^	51^	38^			
2 WED.		10.00P	1				91	90	B	18.4	28	1581	1584	801	310	889	307	515	459	398	317	515	193	301	277	217	179	103	59	77	45			
ABC NEWSBRIEF-THU																																		
1 THU.		9.58P	1	ABC	N	6	176	189	A	15.8	23	1357	1576	802	245	838	283	472	397	363	314	586	161	320	319	299	235	86^	53^	66^	45^			
2 THU.		9.46P	1				88	90	B	12.2	19	1048	1615	737	254	778	220	431	404	394	298	649	198	344	333	317	255	95	49	93	53			
ABC NEWSBRIEF-FRI																																		
1 FRI.		10.01P	1	ABC	N	6	183	186	A	8.5	14	730	1582	577	328	754	367	525	446	315	175^	455	139^	232	283	264	172^	155^	75^	218	166^			
2 FRI.		9.58P	1				90	90	B	8.7	14	747	1696	687	321	819	300	507	439	383	258	453	117	251	273	283	156	143	84	281	201			
ABC NEWSBRIEF-SAT.																																		
1 SAT.		10.03P	1	ABC	N	6	188	193	A	15.8	26	1357	1660	848	329	900	292	500	455	415	339	497	145	256	269	235	209	136	60^	127	114			
2 SAT.		9.51P	1				90	92	B	13.4	23	1151	1679	739	299	806	235	415	388	358	339	613	177	321	339	293	247	111	51	149	110			
ABC NEWSBRIEF-SUN.																																		
1 SUN.		10.04P	1	ABC	N	6	191	191	A	24.6	35	2113	1815	858	408	936	339	592	530	447	283	672	211	398	407	332	203	124	66	83	58^			
2 SUN.		9.53P	1				92	92	B	18.7	28	1606	1737	727	338	790	259	469	439	387	264	745	243	444	451	371	230	109	49	93	57			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.																		
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																															
ABC SPORTS UPDATE-SAT						4	191	194	A	10.7	17	919	1853	851	418	958	389	526	431	428	321	508	169	295	280	204	198	180	58^	207	142^
SAT.	8.58P	1	ABC	SN			91	93	B	10.1	17	868	1786	735	356	866	330	489	398	386	299	524	179	302	274	218	199	211	76	185	137
ABC SPORTS UPDATE-SUN						6	196	197	A	12.7	18	1091	2039	675	424	787	340	558	507	353	176	681	257	457	449	347	175	196	109^	375	236
1 SUN.	8.24P	1	ABC	SN			92	92	B	12.5	18	1074	1928	662	362	740	283	480	436	361	196	712	259	461	467	366	193	176	72	300	198
2 SUN.	8.29P	1																													
ABC WORLD NEWS TONIGHT						30	206	206	A	11.8	20	1014	1518	706	212	759	168	320	334	346	375	579	176	302	265	248	245	67	28^	113	59^
M-F	6.30P	30	ABC	N			99	99	B	11.0	20	945	1486	691	226	749	169	316	319	321	375	587	157	303	289	278	248	60	35	90	54
ABC WRLD NEWS TONIGHT-SUN						6	156	160	A	8.3	14	713	1498	663	214	725	158^	303	274	301	394	560	165^	256	262	254	253	80^	48^	133^	61^
SUN.	6.30P	30	ABC	N			82	82	B	7.7	14	661	1452	681	212	740	164	299	288	308	393	582	161	280	280	257	257	49	24	81	43
AIRWOLF						7	205	202	A	13.5	22	1160	1926	680	236	765	247	478	427	383	247	828	258	516	520	460	243	85^	33^	248	144
SAT.	8.00P	60	CBS	A			99	99	B	12.8	22	1100	1882	674	264	755	226	443	411	367	267	700	226	435	423	377	216	124	36	303	195
8.00 - 8.30									A	13.1	22	1125	1884	674	237	763	235	471	414	384	253	797	238	486	499	448	237	85^	33^	239	137
8.30 - 9.00									A	14.0	23	1203	1943	678	236	759	254	478	433	379	241	849	274	538	532	466	247	81^	32^	254	151
ALFRED HITCHCOCK PRESENTS						5		204	A	13.7	19	1177	2221	842	437	861	431	724	619	391	113^	693	298	549	514	348	106^	312	154^	355	282
2 SUN.	8.30P	30	NBC	SM				99	B	16.1	23	1383	2218	791	378	881	448	703	585	368	136	727	348	579	528	333	106	304	149	306	212
ALFRED HITCHCOCK SPECIAL(S)								199	A	12.8	18	1100	1875	801	435	889	441	683	590	313	184^	731	405	546	474	246	163^	137^	47^	118^	88^
2 TUE.	9.30P	30	NBC	SM				99																							
AMAZING STORIES						6	205	204	A	18.4	26	1581	2297	771	441	827	406	666	563	349	122	845	400	671	611	404	101	292	134	333	254
1 SUN.	8.00P	60	NBC	GD			99	99	B	18.0	26	1546	2269	756	389	832	413	660	560	349	129	790	384	631	569	360	107	287	137	360	258
2 SUN.	8.00P	30							A	17.4	25	1495	2322	795	453	843	414	685	583	369	118	817	383	647	578	390	109	298	137	364	285
8.00 - 8.30									A	20.6	28	1770	2225	720	414	790	392	630	518	311	127^	888	425	701	657	425	91^	276	125^	271	198
8.30 - 9.00																															
AMAZING STORIES SPECIAL(S)								199	A	14.6	20	1254	1865	729	448	831	440	654	539	280	162^	671	360	511	438	238	138^	134^	40^	229	156^
2 TUE.	9.00P	30	NBC	GD				99																							
AMERICAN PORTRAIT						18	198	198	A	14.6	21	1254	1691	720	285	778	228	406	401	376	315	550	163	318	306	282	198	98	53	265	158
1 TU&TH	8.58P	1	CBS	DO			98	95	B	14.3	21	1228	1685	735	326	834	263	462	416	394	317	514	157	301	289	264	181	117	61	220	144
2 MTUTH	8.58P	1																													
BENSON						5		208	A	10.8	17	928	1615	674	347	759	298	437	462	322	218^	577	145^	281^	350	339	214^	112^	67^	167^	114^
2 FRI.	9.30P	30	ABC	CS				99	B	11.2	18	962	1796	760	333	866	302	512	460	392	291	487	130	277	295	289	163	147	97	296	208
BILL COSBY SHOW						7	213	215	A	31.0	46	2663	2072	749	385	876	352	562	501	357	261	596	246	404	361	247	163	192	102	408	254
THU.	8.00P	30	NBC	CS			99	99	B	30.7	47	2637	2091	781	384	880	349	565	504	364	259	575	228	376	341	257	165	229	126	407	271
CAGNEY & LACEY						5	207	208	A	15.5	25	1331	1481	759	354	831	237	465	447	430	301	505	173	311	314	251	155	98^	55^	47^	28^
MON.	10.00P	60	CBS	OP			99	99	B	17.0	27	1460	1451	752	340	850	255	504	482	434	283	460	150	290	294	235	133	111	59	30	23
10.00 - 10.30									A	15.7	25	1349	1483	762	359	826	234	464	452	423	297	499	172	313	317	244	144	95^	51^	63^	40^
10.30 - 11.00									A	15.4	26	1323	1459	751	344	830	238	464	443	432	300	506	175	306	305	253	163	94^	56^	29^	16^
CBS EVENING NEWS-RATHER						35	208	208	A	13.2	23	1134	1469	644	225	717	141	274	230	321	393	586	128	260	241	286	292	68	28^	98	49^
M-F	6.30P	30	CBS	N			99	99	B	12.7	23	1091	1455	660	226	732	144	286	292	329	395	579	121	244	245	283	295	66	27	78	40
CBS EVENING NEWS-SUNDAY						3	155		A	7.8	14	670	1491	519	258^	637	100^	247^	164^	351^	373^	778	207^	437	426	351^	319^	39^	LT	37^	LT
1 SUN.	6.00P	30	CBS	N			73		B	7.3	14	627	1419	581	222	663	110	246	203	337	367	705	225	377	329	303	298	36	LT	15	LT
CBS SAT. NEWS-SCHIEFFER						3	175		A	9.9	18	850	1662	624	199^	666	146^	271^	291^	286^	357	808	272^	440	467	295^	341	56^	14^	132^	38^
1 SAT.	6.30P	30	CBS	N			92		B	8.4	17	722	1576	641	150	696	112	246	271	342	398	654	194	317	318	260	312	86	37	140	53

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
															K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	%	%	(0,000)	(2+)	HOUSE	WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11		
EVENING CONT'D																																						
CBS SATURDAY NIGHT MOVIE 7 203 200 A 12.1 20 1039 1725 734 302 816 288 496 447 424 261 674 224 464 454 360 181 144 44^ 91^ 43^																																						
SAT. 9.00P 120 CBS FF 99 99 B 13.7 23 1177 1772 755 346 857 280 514 470 429 276 628 209 417 408 341 172 178 68 109 72																																						
9.00 - 9.30 A 11.5 18 988 1741 672 245 764 259 477 449 401 235 693 228 461 464 360 186 161 53^ 123^ 66^																																						
9.30 - 10.00 A 12.1 19 1039 1713 726 297 810 290 482 456 414 258 674 214 470 464 367 179 122^ 38^ 107^ 51^																																						
10.00 - 10.30 A 12.4 21 1065 1729 768 331 845 299 515 454 444 268 652 223 458 441 347 173 150 42^ 82^ 34^																																						
10.30 - 11.00 A 12.4 21 1065 1706 760 329 836 304 505 423 430 280 673 226 463 444 363 186 145 43^ 52^ 22^																																						
CBS TUESDAY NIGHT MOVIES 7 204 205 A 19.5 29 1675 1533 820 300 909 270 506 471 444 357 469 134 258 258 243 174 60^ 28^ 95 58^																																						
TUE. 9.00P 120 CBS FF 98 99 B 18.1 28 1555 1500 815 331 920 290 506 461 429 351 426 130 229 228 213 159 81 48 73 48																																						
9.00 - 9.30 A 17.5 25 1503 1617 823 303 912 274 502 467 435 363 510 156 277 273 249 191 55^ 30^ 140 90^																																						
9.30 - 10.00 A 19.4 28 1666 1575 818 304 912 272 507 471 440 359 502 151 283 275 258 181 62^ 32^ 99 70^																																						
10.00 - 10.30 A 20.5 31 1761 1507 819 298 904 268 505 474 444 353 443 125 245 242 230 165 75^ 37^ 85 49^																																						
10.30 - 11.00 A 20.7 33 1778 1436 818 296 902 261 500 468 454 354 430 106 229 239 241 165 48^ 15^ 56^ 24^																																						
CHARLIE BROWN-GRT.PUMPKIN(S) 207 A 16.0 24 1374 2347 721 286 791 382 596 497 296 172^ 470 237 352 303 172^ 85^ 242 97^ 844 528																																						
1 WED. 8.30P 30 CBS EA 99																																						
CHARLIE & COMPANY 8 202 203 A 12.7 19 1091 1886 693 350 824 338 592 493 360 203 583 263 432 341 256 134 202 104^ 277 198																																						
WED. 9.00P 30 CBS CS 99 99 B 12.7 19 1091 1851 757 331 840 315 564 502 399 229 568 224 394 345 274 151 208 108 235 185																																						
CHEERS 6 208 207 A 22.6 33 1941 1832 742 390 849 361 579 535 345 224 618 294 446 440 232 132 133 57^ 232 155																																						
THU. 9.00P 30 NBC CS 99 99 B 23.2 34 1993 1839 767 386 865 383 596 521 344 226 592 272 425 401 248 134 171 81 211 137																																						
CRAZY LIKE A FOX 6 206 207 A 17.0 24 1460 1604 757 350 849 188 380 382 425 411 537 120 290 293 316 218 90^ 34^ 128 89^																																						

1 SUN.	9.00P	60	CBS PD	99	99	B 17.9	25	1538	1577	769	334	867	204	404	399	414	402	504	121	280	294	298	184	99	43	107	74	
2 SUN.	9.10P	60																										
	9.00 - 9.30					A 17.6	24	1512	1610	749	343	837	182	372	377	425	404	539	130	298	306	306	209	86^	33^	148	103	
	9.30 - 10.00					A 16.8	23	1443	1596	762	353	852	189	383	386	427	413	533	112	280	284	319	223	93^	37^	118	81^	
	10.00 - 10.30					A 15.5	22	1331	1547	745	338	844	201	380	365	400	422	529	103^	295	279	351	218	99^	18^	75^	63^	
DALLAS				7	208	208	A 23.1	37	1984	1628	866	311	931	259	491	459	431	399	526	156	285	293	246	207	64^	35^	107	79
FRI.	9.00P	60	CBS GD	99	99	B 23.1	37	1984	1672	879	335	961	294	506	463	420	401	528	177	277	277	219	214	73	41	110	73	
	9.00 - 9.30					A 22.3	36	1916	1632	860	307	917	253	477	447	416	401	534	157	288	295	250	211	64^	38^	117	89	
	9.30 - 10.00					A 24.0	38	2062	1610	864	311	935	261	499	466	442	394	512	155	279	292	238	199	65^	33^	98	69	
DIFF'RENT STROKES				6	208	A 11.7	19	1005	1755	640	336	718	281	436	448	299	198^	565	197^	342	356	289	179^	109^	65^	363	277	
2 FRI.	9.00P	30	ABC CS		99	B 11.1	18	953	1830	690	285	804	311	482	408	311	277	469	154	295	291	245	138	190	132	367	267	
DINOSAUR(S)				202		A 12.4	18	1065	1715	616	265	695	218^	376	384	327	256	637	257	412	402	249^	199^	65^	52^	318	174^	
2 TUE.	8.00P	60	CBS DO		98																							
	8.00 - 8.30					A 12.4	18	1065	1666	603	237^	677	198^	345	357	327	272	615	250	393	390	233^	197^	80^	57^	294	156^	
	8.30 - 9.00					A 12.3	18	1057	1765	635	294	718	240^	411	411	328	242^	660	263	431	415	265	201^	45^	45^	342	195^	
DONALD DUCK'S 50TH BRTHDY(S)				199		A 12.2	18	1048	1825	660	257	702	294	429	376	259	233^	394	126^	255	232^	197^	129^	76^	39^	653	401	
1 TUE.	8.00P	60	CBS EA	96																								
	8.00 - 8.30					A 12.0	18	1031	1795	634	237^	688	280	400	348	248^	252^	377	124^	237^	210^	178^	131^	68^	38^	662	421	
	8.30 - 9.00					A 12.4	18	1065	1842	682	275	709	306	453	402	267	213^	408	125^	267	251	213^	128^	84^	39^	641	381	
DYNASTY				5	210																							
1 WED.	9.00P	60	ABC GD	99		A 22.0	33	1890	1501	856	383	953	321	543	480	455	343	426	156	216	200	171	178	53^	22^	69^	51^	
	9.00 - 9.30					B 23.3	35	2001	1668	871	394	981	354	604	537	445	317	467	192	290	269	188	143	122	77	98	65	
	9.30 - 10.00					A 21.4	32	1838	1519	877	394	969	324	555	485	462	352	430	154	210	181	171	191	52^	23^	68^	50^	
						A 22.5	34	1933	1484	843	374	943	321	536	475	450	336	421	160	224	217	171	164	49^	18^	71^	50^	
EQUALIZER				8	208	208	A 12.9	21	1108	1557	683	273	784	281	494	447	380	248	640	231	416	374	344	194	88^	25^	45^	23^
CONT'D																												

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PROGRAM NAME		T/C TRIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								K E		TOTAL		LADY WORK-ING		WOMEN					MEN												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																															
EQUALIZER-CONT'D																															
	WED.	10.00P	60	CBS	PD	99	99			B 14.1	23	1211	1603	682	279	769	251	490	444	401	234	652	253	463	407	337	162	107	44	75	54
		10.00 - 10.30								A 13.0	21	1117	1531	655	283	770	273	490	441	370	240	614	210	390	362	333	191	94^	28v	53^	30v
		10.30 - 11.00								A 12.9	22	1108	1567	702	255	785	282	489	445	384	255	661	249	438	385	351	193	84^	24v	37^	15v
FACTS OF LIFE																															
	SAT.	8.30P	30	NBC	CS	99	99			A 18.9	31	1624	1970	821	347	910	339	559	505	364	303	455	135	252	260	195	164	271	168	334	281
										B 17.8	30	1529	1995	803	339	916	349	567	483	361	311	464	167	275	262	202	153	238	150	377	285
FALCON CREST																															
	FRI.	10.00P	60	CBS	GD	99	99			A 18.5	31	1589	1558	871	312	926	209	461	407	438	438	460	109	212	219	226	219	67^	33^	105	81^
		10.00 - 10.30								B 18.3	31	1572	1543	853	325	930	222	447	422	426	437	455	127	207	220	200	213	75	38	83	58
		10.30 - 11.00								A 18.9	32	1624	1570	876	315	934	221	474	419	432	433	460	112	217	221	221	215	68^	32^	108	87
										A 18.1	31	1555	1539	863	307	913	197	447	395	441	439	460	106	207	215	230	223	66^	34^	100	73^
FAMILY TIES																															
	THU.	8.30P	30	NBC	CS	99	99			A 27.6	40	2371	1997	743	409	885	390	586	511	343	242	569	258	403	375	231	134	172	80	371	241
										B 28.1	42	2414	2053	791	400	899	390	605	538	363	234	547	237	384	353	244	132	222	118	385	262
GARFIELD'S HALLOWEEN(S)																															
	1 WED.	8.00P	30	CBS	EA	99				A 16.6	26	1426	2095	600	224	667	302	476	402	258	166^	431	232	320	258	128^	90^	241	86^	756	469
GEORGE BURNS COMEDY																															
	WED.	9.30P	30	CBS	CS	99	99			A 11.4	17	979	1552	704	332	782	254	529	484	399	225	501	175	323	293	261	152	128^	41^	141	99^
										B 11.9	18	1022	1675	748	324	826	279	543	489	415	239	585	243	409	360	272	154	144	62	120	85
GIMME A BREAK																															
	SAT.	8.00P	30	NBC	CS	99	99			A 17.2	29	1477	1971	813	348	899	341	528	491	329	323	446	123	241	246	193	168	262	166	364	285
										B 15.8	28	1357	2014	782	329	894	332	525	455	338	331	476	164	276	268	205	159	252	156	392	290
GOLDEN GIRLS																															
						7	202	204		A 19.3	30	1658	1898	834	340	915	273	507	493	422	342	495	121	241	277	253	184	200	120	288	244
SAT. 9.00P 30 NBC CS 99 99																															
B 19.9 33 1709 1874 806 324 905 283 510 477 405 345 500 150 266 272 245 185 173 111 296 230																															
GROWING PAINS																															
	TUE.	8.30P	30	ABC	CS	98	99			A 19.7	29	1692	1885	730	330	837	328	524	439	369	246	537	200	356	336	250	160	272	163	239	162
										B 20.0	30	1718	1875	757	344	840	315	525	467	371	248	510	194	345	318	245	133	240	149	285	196
HARDCASTLE & MCCORMICK																															
	MON.	8.00P	60	ABC	A	95	98			A 15.3	23	1314	1838	779	394	867	344	520	401	373	288	626	176	340	337	298	242	121	54^	224	119
		8.00 - 8.30								B 13.8	21	1185	1795	713	316	786	275	458	397	355	274	641	189	366	355	316	232	137	56	231	159
		8.30 - 9.00								A 15.0	23	1289	1825	770	383	859	341	514	396	365	290	631	182	350	345	298	233	118	52^	217	124
										A 15.5	23	1331	1856	788	403	874	345	523	407	383	289	625	169	328	328	300	254	127	58^	230	115
HELL TOWN																															
	WED.	9.00P	60	NBC	GD	99	99			A 13.7	20	1177	1573	719	299	773	197	376	379	395	328	569	174	308	313	268	207	129	60^	102^	72^
		9.00 - 9.30								B 15.0	23	1289	1531	694	303	814	222	421	410	395	334	525	158	277	277	268	199	108	53	84	61
		9.30 - 10.00								A 13.6	20	1168	1570	720	303	774	190	376	375	399	329	558	160	297	303	269	206	129	55^	109^	78^
										A 13.8	20	1185	1565	715	291	769	202	374	382	393	324	576	186	316	323	263	206	128	63^	92^	67^
HIGHWAY TO HEAVEN																															
	WED.	8.00P	60	NBC	GD	99	99			A 19.8	30	1701	1695	724	252	812	190	366	366	400	373	604	180	312	302	273	241	107	72^	172	122
		8.00 - 8.30								B 20.1	32	1727	1727	752	281	862	209	422	407	409	389	529	150	285	271	259	204	109	59	227	176
		8.30 - 9.00								A 19.3	30	1658	1695	720	253	820	192	366	363	401	379	600	172	305	295	277	246	103	70^	172	116
										A 20.4	30	1752	1679	725	253	801	188	364	366	395	368	600	183	317	304	269	234	106	71^	172	127
HILL STREET BLUES																															

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL		LADY WORK- ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.	6-11						
EVENING CONT'D																														
HOTEL-CONT'D																														
1	WED.	10.00P	60	ABC	GD	99			B 18.9	31	1624	1456	839	338	929	293	504	457	406	364	396	141	217	201	156	158	73	51	58	40
		10.00 - 10.30							A 18.1	30	1555	1302	795	316	889	258	405	385	386	413	315	86^	122^	133^	126^	164^	32v	32v	66^	40v
		10.30 - 11.00							A 17.6	32	1512	1327	818	311	914	247	411	396	418	428	312	81^	122^	115^	117^	171^	31v	31v	70^	54^
HUNTER																														
						7	200	201	A 14.3	24	1228	1686	754	346	837	295	535	516	392	241	566	173	352	362	329	167	162	76^	121	109^
SAT.	10.00P	60	NBC	OP		99	99		B 14.7	25	1263	1736	767	338	852	278	536	518	418	265	576	196	357	353	302	168	159	89	149	126
		10.00 - 10.30							A 14.1	24	1211	1699	758	354	833	288	522	520	390	245	564	166	347	363	333	165	170	85^	132	117
		10.30 - 11.00							A 14.5	25	1246	1667	740	335	833	300	540	510	388	238	570	181	358	360	324	169	158	71^	106^	98^
INSIDERS																														
						6	204	206	A 13.8	21	1185	1667	750	373	837	302	494	403	363	270	569	210	340	306	259	204	115	47^	146	71^
WED.	8.00P	60	ABC	A		98	99		B 13.8	21	1185	1747	744	324	830	334	500	416	342	260	547	206	351	306	252	169	145	91	225	146
		8.00 - 8.30							A 12.9	20	1108	1688	740	361	822	286	483	393	368	268	588	218	350	318	268	216	115^	44^	163	79^
		8.30 - 9.00							A 14.6	22	1254	1652	760	383	851	316	502	416	360	273	555	205	334	301	251	195	116	50^	130	64^
KATE & ALLIE																														
						6	205	207	A 19.2	28	1649	1731	796	376	884	298	526	494	398	304	526	187	335	325	263	144	152	82	169	114
MON.	9.00P	30	CBS	CS		99	99		B 20.0	29	1718	1755	806	355	916	295	553	523	432	305	477	156	293	292	239	145	178	104	184	128
KNIGHT RIDER																														
						6	198	199	A 13.5	22	1160	1959	694	300	784	257	443	384	378	300	638	229	376	309	272	223	161	102^	376	272
FRI.	8.00P	60	NBC	A		98	99		B 13.8	24	1185	1988	714	269	809	284	481	412	356	292	634	214	374	342	281	215	142	76	403	304
		8.00 - 8.30							A 12.8	21	1100	1892	707	296	787	249	437	373	373	314	611	208	354	297	262	221	144	86^	350	253
		8.30 - 9.00							A 14.2	23	1220	2011	677	303	778	262	449	392	382	287	659	247	396	318	280	225	174	115	400	285
KNOTS LANDING																														
						7	207	207	A 17.3	28	1486	1588	829	308	916	286	502	507	435	352	505	160	297	281	281	164	117	69^	50^	39^
LOVE BOAT																														
						4	207		A 19.5	31	1675	1593	863	363	966	337	582	519	433	333	454	164	290	266	228	134	113	67	60	43
1	SAT.	9.00P	120	ABC	CS	98			A 17.5	27	1503	1595	824	306	906	284	505	510	435	342	509	161	309	290	282	157	117	71^	63^	51^
		9.00 - 9.30							A 17.1	28	1469	1572	835	311	927	286	498	502	435	366	498	159	285	269	276	171	111	67^	36^	29^
		9.30 - 10.00							A 12.7	21	1091	1520	757	312	814	271	406	357	334	358	401	160^	191^	190^	135^	184^	170^	67^	135^	135^
		10.00 - 10.30							B 13.2	23	1134	1544	769	304	855	261	412	369	343	389	434	142	243	235	196	165	155	87	100	94
		10.30 - 11.00							A 10.8	17	928	1458	716	346	772	266^	372	347	307	334	426	174^	206^	238^	153^	188^	157^	57v	103^	103^
									A 12.2	20	1048	1499	813	371	834	270	423	392	357	355	404	165^	198^	228^	141^	176^	151^	60v	110^	110^
									A 13.5	23	1160	1537	743	284	804	256	387	331	335	372	395	151^	186^	163^	129^	189^	180^	73^	158^	158^
									A 14.2	25	1220	1569	753	264	838	291	435	364	335	359	388	152^	184^	151^	121^	182^	190^	77^	153^	153^
MACGYVER																														
						5	206	207	A 15.0	21	1289	2015	634	389	780	339	550	476	346	175	685	256	473	456	346	167	186	103^	364	227
SUN.	8.00P	60	ABC	A		99	99		B 13.2	19	1134	1977	606	320	730	319	501	443	312	166	711	257	484	466	354	180	204	91	332	223
		8.00 - 8.30							A 14.1	20	1211	2028	631	396	777	343	552	472	340	171	685	264	470	452	344	172	199	110^	367	227
		8.30 - 9.00							A 15.9	22	1366	1996	634	381	779	330	547	477	355	178	682	249	471	456	343	165	176	98	359	225
MAGNUM, P.I.																														
						7	208	207	A 15.0	22	1289	1589	735	279	786	167	369	384	427	359	600	143	319	323	346	233	84^	34^	119	68^
THU.	8.00P	60	CBS	PD		99	99		B 15.6	23	1340	1658	763	300	849	240	447	428	423	335	586	171	343	345	313	191	88	34	135	87
		8.00 - 8.30							A 13.7	20	1177	1580	727	276	777	164	355	369	420	367	602	144	316	325	349	232	78^	31^	123	67^
		8.30 - 9.00							A 16.2	23	1392	1601	744	281	796	172	383	397	430	354	600	142	322	320	345	235	90^	37^	115	68^
MIAMI VICE																														
						6	210	210	A 21.3	36	1830	1676	633	341	722	323	514	470	329	163	667	305	498	449	287	137	160	93	127	97
FRI.	10.00P	60	NBC	OP		99	99		B 21.4	35	1838	1808	708	367	789	378	590	512	344	154	712	334	542	494	300	137	161	78	146	119
		10.00 - 10.30																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
								AVG. AUD. % (0,000)	AVG. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)		
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	KEY					TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																									
MR. BELVEDERE																									
	FRI.	8.30P	30	ABC CS	7	203 204	A	14.5	24	1246	1753	717 293	750 238	377 373	312 289			466 164	266 256	184 181			145 97^	392 238	
					98	98	B	13.3	22	1142	1791	746 303	826 287	448 404	322 316			442 143	235 245	190 177			131 90	392 229	
MOONLIGHTING																									
	1 TUE.	9.00P	60	ABC PD	5	207	A	19.2	29	1649	1953	788 452	914 369	664 596	457 197			719 342	541 518	300 129^			233 96^	87^ 42^v	
		9.00 - 9.30				99	B	18.4	27	1581	1868	797 405	907 388	659 570	417 194			618 278	461 426	279 116			192 100	151 102	
		9.30 - 10.00					A	18.9	29	1624	1962	776 444	904 359	653 593	451 196			711 344	540 512	286 124^			244 99^	103^ 52^	
							A	19.4	29	1666	1947	804 461	927 382	680 599	463 199			725 337	543 524	315 133^			222 92^	73^ 33^v	
MURDER, SHE WROTE																									
	1 SUN.	8.00P	60	CBS SM	7	207 208	A	26.6	37	2285	1650	784 315	884 181	397 389	452 429			569 129	271 294	302 252			90 37^	107 72	
	2 SUN.	8.10P	60			99	B	24.4	35	2096	1621	809 328	903 182	399 404	454 439			536 125	262 276	291 236			85 39	97 66	
		8.00 - 8.30					A	25.9	36	2225	1628	785 309	881 166	386 382	456 435			566 127	265 291	293 254			85 33^	96 65	
		8.30 - 9.00					A	27.1	37	2328	1646	778 313	881 183	397 387	444 428			571 127	268 293	306 255			89 38^	105 70	
		9.00 - 9.30					A	26.6	36	2285	1758	816 348	911 257	463 449	454 390			577 155	308 304	325 238			109^ 37^	161 112^	
NBC MONDAY NIGHT MOVIES																									
	MON.	9.00P	120	NBC FF	6	194 198	A	19.1	29	1641	1615	830 365	987 365	614 549	428 304			423 124	239 245	213 149			128 104	77^ 40^	
		9.00 - 9.30				99	B	20.3	31	1744	1645	813 360	940 371	597 509	397 292			463 167	271 245	216 154			145 98	97 60	
		9.30 - 10.00					A	18.0	26	1546	1618	788 344	935 336	568 512	402 303			416 123	231 241	212 149			122 101	145 95	
		10.00 - 10.30					A	18.8	28	1615	1635	825 378	992 373	623 559	433 299			428 126	249 251	219 143			130 110	85 47^	
		10.30 - 11.00					A	19.5	31	1675	1608	842 359	1001 373	628 557	435 304			434 132	244 252	215 153			130 103	43^ 14^v	
							A	20.3	34	1744	1581	847 370	999 373	623 555	431 305			408 117	231 239	202 144			132 102	42^ 12^v	
NBC NEWS DIGEST-M-F																									
	M-F	8.58P	1	NBC N	30	147 148	A	12.8	19	1100	1909	746 325	842 307	498 445	361 296			602 224	376 344	263 187			147 79	318 219	
					76	76	B	13.3	20	1142	1819	716 290	800 284	460 411	340 293			606 200	346 338	282 215			137 77	276 194	
NBC NEWS DIGEST-2-M-F																									
	1 MON.	9.51P	2	NBC N	12	174 159	A	12.9	19	1108	1633	784 311	905 323	541 482	402 307			476 170	286 283	217 152			119 82	133 99	
	1 WED.	9.58P	1			85	B	12.4	19	1065	1667	752 314	860 310	531 465	388 279			525 185	331 322	260 155			136 81	146 106	
	2 MON.	9.57P	1																						
	2 W & F	9.58P	1																						
NBC NEWS DIGEST-SAT																									
	SAT.	8.58P	1	NBC N	6	155 155	A	14.2	23	1220	1930	803 363	903 338	519 487	345 312			423 93^	214 218	191 178			242 151	362 304	
					79	80	B	13.0	22	1117	1943	766 321	883 350	531 448	336 304			476 151	256 262	196 185			208 138	376 293	
NBC NEWS DIGEST-2-SAT.																									
	1 SAT.	9.58P	1	NBC N	2	171	A	12.8	21	1100	2017	761 315	873 286	482 517	369 306			569 157^	282 327	254 204^			251 162^	324 290	
					88		B	12.0	19	1031	1891	755 305	855 265	481 478	363 316			503 121	248 301	275 181			206 125	327 264	
NBC NEWS DIGEST-SUN																									
	SUN.	8.58P	1	NBC N	6	157 155	A	10.3	14	885	2096	735 366	782 392	616 518	321 132^			754 352	549 520	348 128^			269 120^	291 211	
					80	79	B	11.2	16	962	2009	749 331	830 386	615 490	343 185			737 318	504 466	329 174			209 101	233 168	
NBC NEWS DIGEST-2-SUN.																									
	2 SUN.	9.54P	1	NBC N	3	174	A	11.8	17	1014	1834	739 423	838 342	726 649	463 105^			634 216^	457 473	351 106^			164^100^	198^ 143^	
					89		B	15.5	22	1331	1872	799 359	901 391	687 620	444 163			606 262	447 440	286 116			195 109	170 123	
NBC NIGHTLY NEWS-SUN.(B)																									
	2 SUN.	6.30P	30	NBC N		54	A	4.3	7	369	1561	778 214^	932 216^	381^309^	410^496^			567^122^v	350^350^	257^217^			30^v 30^v	32^v LT	
NBC NIGHTLY NEWS-SAT.																									
	SAT.	6.30P	30	NBC N	6	161 166	A	12.5	23	1074	1564	704 210	734 115^	244 297	362 408			649 142	280 292	291 307			55^ 11^v	126 100^	
					91	93	B	10.2	21	876	1520	658 210	728 117	252 283	337 409			575 107	208 227	270 298			49 16	168 114	
NBC NIGHTLY NEWS																									
	M-F	6.30P	30	NBC N	29	202 202	A	12.4	22	1065	1496	675 211	732 150	301 300	334 381			626 153	280 295	298 301			37^ 21^	101 65	
					99	99	B	11.2	21	962	1526	700 242	757 168	315 316	338 390			618 146	265 276	278 306			45 26	106 61	
NBC SUNDAY NIGHT MOVIE																									
	SUN.	9.00P	120	NBC FF	6	202 202	A	18.1	26	1555	1835	697 361	793 373	635 531	368 121			716 281	543 518	370 123			171 83^	155 115	
		9.00 - 9.30				99	B	19.7	29	1692	1896	733 350	850 389	636 531	374 167			668 294	5						

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PROGRAM NAME										I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. ID	WK 1	WK 2	K E Y			AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
																TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54			35- 64
EVENING CONT'D																												
NBC SUNDAY NIGHT M-CONT'D																												
10.00 - 10.30																												
10.30 - 11.00																												
NEWHART																												
MON. 9.30P 30 CBS CS 5 204 206																												
99 99																												
NEWSBREAK-M-F																												
MWTHF 9.58P 1 CBS N 35 171 171																												
81 82																												
1 TUE. 9.50P 1																												
2 TUE. 9.59P 1																												
NEWSBREAK-SAT.																												
1 SAT. 9.52P 1 CBS N 7 176 174																												
85 86																												
2 SAT. 9.56P 1																												
NEWSBREAK-SUN.																												
1 SUN. 9.58P 1 CBS N 7 182 182																												
88 87																												
2 SUN. 10.08P 1																												
NFL MONDAY NIGHT FOOTBALL																												
1 MON. 9.00P 198 ABC SE 8 208 210																												
95 99																												
2 MON. 9.00P 203																												
9.00 - 9.30																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
							AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2																						
EVENING CONT'D																												
NORTH AND SOUTH PT. 4(S)					210		A 25.8	38	2216	1627	779	302	864	298	513	440	386	302	574	172	311	299	279	234	116^	70^	73^	43^
2	THU.	9.00P	120	ABC GD	99		A 24.3	34	2087	1629	755	304	836	269	479	417	377	306	569	157	290	282	290	251	130	75^	94^	60^
		9.00 - 9.30					A 26.2	37	2251	1614	784	317	869	300	515	447	378	304	575	170	310	301	286	237	106^	68^	64^	38^
		9.30 - 10.00					A 26.8	40	2302	1638	787	290	875	307	526	449	396	298	585	180	323	311	275	230	110^	69^	68^	42^
		10.00 - 10.30					A 26.0	41	2233	1615	784	294	868	306	518	439	391	302	568	177	311	305	267	223	118^	72^	61^	37^
		10.30 - 11.00																										
NORTH AND SOUTH PT. 5(S)					210		A 23.2	37	1993	1778	832	332	939	306	527	521	448	322	618	186	337	355	299	233	118^	57^	103^	74^
2	SAT.	9.00P	120	ABC GD	99		A 21.5	33	1847	1839	835	313	954	320	533	520	443	318	630	195	344	368	297	233	119^	56^	136^	88^
		9.00 - 9.30					A 23.0	36	1976	1785	844	317	949	305	542	531	455	317	591	164	305	332	290	237	133^	58^	112^	83^
		9.30 - 10.00					A 24.2	39	2079	1729	798	359	921	299	513	512	441	321	605	179	332	351	300	230	119^	56^	84^	63^
		10.00 - 10.30					A 24.0	41	2062	1771	862	339	939	299	519	521	457	333	646	205	366	377	310	228	103^	59^	83^	63^
		10.30 - 11.00																										
NORTH AND SOUTH PT. 6(S)					210		A 29.4	42	2525	1802	813	390	930	355	595	531	432	267	610	154	326	344	327	216	154	96^	108	77^
2	SUN.	9.00P	120	ABC GD	99		A 27.6	38	2371	1814	784	370	898	356	575	510	400	261	606	158	328	339	317	222	162	93^	148	103^
		9.00 - 9.30					A 29.6	42	2543	1790	808	386	928	351	593	530	432	269	606	154	319	340	319	219	146	95^	110	84^
		9.30 - 10.00					A 30.4	44	2611	1782	829	399	946	352	602	543	448	273	611	150	321	346	329	215	138	90^	87^	62^
		10.00 - 10.30					A 30.1	46	2586	1812	834	408	948	362	611	538	446	269	622	159	335	352	336	212	156	102^	86^	63^
		10.30 - 11.00																										
OUR FAMILY HONOR					1	205	A 6.4	11	550	1436	676	258^	721	249^	413^	451^	442^	221^	591	155^	288^	359^	322^	213^	23^	LT	101^	77^
2	FRI.	10.00P	60	ABC GD	99		B 6.4	11	550	1436	676	258	721	249	413	451	442	221	591	155	288	359	322	213	23	LT	101	77
		10.00 - 10.30					A 6.4	11	550	1438	690	243^	737	252^	407^	456^	455^	239^	580	152^	288^	342^	320^	218^	17^	LT	104^	79^
		10.30 - 11.00					A 6.4	11	550	1418	662	267^	707	246^	417^	445^	428^	206^	585	153^	280^	367^	319^	203^	27^	LT	99^	73^
PUNKY BREWSTER					6	184	A 9.8	15	842	2166	641	232^	676	319	516	446	249^	160^	567	240^	444	362	256^	108^	291^	193^	632	428
2	SUN.	7.00P	30	NBC CS	95		B 8.9	15	765	2195	690	246	753	276	511	443	345	211	619	250	426	393	281	152	275	174	548	366
REMINGTON STEELE					4	205	A 15.4	26	1323	1503	683	339	784	301	527	445	341	206	649	323	500	409	276	108^	39^	LT	31^	13^
1	TUE.	10.00P	60	NBC PD	97		B 16.6	27	1426	1579	761	335	848	327	594	497	376	221	593	264	435	374	265	130	71	24	67	50
		10.00 - 10.30					A 15.4	25	1323	1519	717	335	803	309	543	456	342	213	668	328	522	444	288	103^	38^	LT	10^	LT
		10.30 - 11.00					A 15.4	26	1323	1478	643	341	760	292	507	431	337	198^	626	313	475	372	266	114^	42^	LT	50^	25^
RIPLEY'S BELIEVE IT-NOT					7	192	A 12.4	19	1065	1957	729	383	830	337	511	420	340	259	713	259	482	464	354	180	127	22^	287	215
SUN.	7.00P	60	ABC U	94	94		B 10.8	17	928	2022	689	343	787	307	500	408	348	231	794	325	540	509	374	198	162	55	279	196
		7.00 - 7.30					A 11.7	18	1005	1932	721	378	821	323	481	394	324	278	694	253	464	450	340	182	122^	12^	295	208
		7.30 - 8.00					A 13.0	19	1117	1983	743	386	843	351	540	444	357	244	728	264	496	475	369	179	129	30^	283	222
RIPTIDE					4	201	A 13.6	20	1168	1651	676	322	749	300	473	390	297	236	723	304	515	464	345	162	92^	19^	87^	37^
1	TUE.	9.00P	60	NBC PD	97	97	B 15.0	22	1289	1606	679	312	747	283	498	428	330	216	638	258	451	429	315	142	116	44	105	46
2	TUE.	10.00P	60																									
		9.00 - 9.30					A 16.3	25	1400	1631	675	281	724	243	411	362	321	258	701	235	480	449	393	161^	105^	17^	101^	58^
		9.30 - 10.00					A 16.2	25	1392	1616	679	268	707	231	417	370	337	229	753	289	531	488	388	157^	110^	17^	46^	17^
		10.00 - 10.30					A 11.1	16	953	1709	673	412	789	389	562	432	252^	215^	728	376	538	469	278^	169^	61^	23^	131^	52^
		10.30 - 11.00					A 10.4	16	893	1689	688	376	817	407	571	431	250^	233^	711	358	524	455	281^	163^	80^	21^	81^	20^
ST. ELSEWHERE					5	202	A 12.9	21	1108	1498	788	388	821	289	520	482	423	252	583	277	415	355	243	127	39^	8^	55^	50^
WED.	10.00P	60	NBC GD	99	99		B 14.1	23	1211	1516	793	395	871	306	536	516	443	269	546	230	373	365	256	122	56	25	43	34
		10.00 - 10.30					A 13.1	21	1125	1501	779	379	813	291	510	475	420	254	579	275	410	357	246	127	43^	16^	66^	55^
		10.30 - 11.00					A 12.7	22	1091	1486	794	395	827	286	528	491	426	248	581	278	417	350	236	126	34^	LT	44^	44^
SCARECROW & MRS. KING					7	206	A 17.7	26	1520	1732	755	321	840	292	450	421	362	331	517	161	330	327	270	154	143	65^	232	147
MON.	8.00P	60	CBS GD	98	99		B 18.0	27	1546	1738	748	351	860	266	455	422	391	351	507	139	290	288	264	186	147	77	224	147
CONT'D																												

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PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
WK 1 WK 2										K E Y													
WK 1 WK 2										AVG. AUD. SHARE % (0,000)													
WK 1 WK 2										TOTAL PERSONS (2+)													
WK 1 WK 2										LADY WORK-ING HOUSE WOM.													
WK 1 WK 2										WOMEN													
WK 1 WK 2										MEN													
WK 1 WK 2										TEENS (12-17)													
WK 1 WK 2										CHILDREN (2-11)													
WK 1 WK 2										TOTAL FEM.													
WK 1 WK 2										TOTAL 6-11													
WK 1 WK 2										TOTAL 6-11													
WK 1 WK 2										TOTAL 6-11													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	%	%	(0,000)	(2+)				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
LATE FRINGE CONT'D																															
CBS LATE NIGHT II-CONT'D																															
1	MON.	12.36A	45	CBS	FF	90	90	B	3.2	18	275	1111	513	244		616	191	382	335	336	186	457	158	305	267	248	139	26	LT	LT	LT
	TUE.	12.37A	46																												
1	WED.	12.37A	44																												
1	THU.	12.36A	50																												
1	FRI.	12.41A	48																												
2	MON.	12.37A	43																												
2	WED.	12.34A	50																												
2	THU.	12.36A	47																												
2	FRI.	12.35A	48																												
	12.30 - 1.00							A	3.3	17	283	1152	505	251		636	209	407	350	367	166	484	162	279	272	237	187	32	21	LT	LT
	1.00 - 1.30							A	2.9	18	249	1048	477	180		550	153	309	309	337	169	482	128	290	281	290	172	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-1																															
	M-THSU	2.00A	30	CBS	N	35	59	59	A	1.0	11	86	872	315	LT	396	105	291	209	291	82	476	128	220	220	336	256	LT	LT	LT	LT
									B	1.2	13	103	674	301	150	424	146	292	260	262	109	250	68	111	116	179	134	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2																															
	M-THSU	2.30A	30	CBS	N	35	83	82	A	1.1	14	94	819	256	LT	362	138	266	160	224	96	457	127	234	234	288	223	LT	LT	LT	LT
									B	1.2	16	103	604	258	91	361	132	248	214	196	100	243	89	141	130	127	96	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-3																															
	M-THSU	3.00A	180	CBS	N	35	97	97	A	1.1	21	94	553	149	74	223	54	117	85	116	106	330	LT	86	107	213	223	LT	LT	LT	LT
		3.00 - 3.30							B	1.1	22	94	453	214	73	239	78	147	137	107	75	183	LT	90	75	101	84	LT	LT	LT	LT
		3.30 - 4.00							A	1.2	19	103	553	78	LT	213	117	146	49	77	67	340	LT	98	117	252	223	LT	LT	LT	LT
		4.00 - 4.30							A	1.2	21	103	437	49	LT	146	59	78	LT	58	68	291	LT	68	87	214	204	LT	LT	LT	LT
									A	1.1	22	94	426	65	LT	118	LT	LT	LT	75	75	308	74	95	127	171	181	LT	LT	LT	LT
	4.30 - 5.00								A	1.1	23	94	340	117	LT	117	LT	54	54	LT	63	223	LT	LT	53	117	170	LT	LT	LT	LT
	5.00 - 5.30								A	1.1	22	94	447	213	128	213	LT	85	85	138	128	234	LT	LT	53	234	181	LT	LT	LT	LT
	5.30 - 6.00								A	1.1	21	94	809	309	171	394	LT	191	191	255	203	415	96	117	138	180	277	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD																															
1	SUN.	11.00P	15	CBS	N	7	124	124	A	4.4	9	378	1336	667	263	754	198	444	399	437	278	510	132	246	183	249	256	43	LT	29	29
2	SUN.	11.10P	15						B	4.9	10	421	1332	604	262	732	204	381	329	345	317	471	82	253	253	296	196	84	58	45	39
DAVID LETTERMAN I																															
	M-TH	12.30A	30	NBC	GV	24	195	195	A	3.8	19	326	1181	580	361	650	291	427	363	270	119	510	246	344	239	193	145	LT	LT	LT	LT
									B	3.7	18	318	1147	545	267	598	247	346	288	250	162	536	265	348	267	200	142	LT	LT	LT	LT
DAVID LETTERMAN II																															
	M-TH	1.00A	30	NBC	GV	24	195	196	A	2.9	19	249	1064	513	317	558	325	418	298	193	64	477	280	364	236	177	81	LT	LT	20	LT
									B	2.7	18	232	1094	522	260	566	275	371	258	215	123	515	285	365	259	176	104	LT	LT	LT	LT
EYE ON HOLLYWOOD																															
1	TUE.	12.01A	30	ABC	GV	23	74	74	A	1.1	6	94	553	340	149	340	63	148	277	234	53	191	53	138	117	117	LT	LT	LT	LT	
1	WED.	12.31A	29						B	1.2	6	103	719	381	146	443	153	260	253	236	107	243	79	130	122	118	90	LT	LT	LT	LT
1	THU.	12.31A	30																												
1	FRI.	2.04A	31																												
2	TUE.	12.30A	30																												
2	WED.	12.31A	30																												
2	THU.	12.00M	31																												
2	FRI.	2.05A	30																												
FRIDAY NIGHT VIDEOS																															
	FRI.	12.30A	90	NBC	PC	6	183	183	A	4.1	21	352	906	434	131	438	239	369	298	190	20	275	196	239	199	79	25	167	51	26	LT
		12.30 - 1.00							B	3.6	18	309	1131	559	254	583	341	480	320	195	73	325	189	262	228	113	45	188	62	35	LT
		1.00 - 1.30							A	5.1	21	438	1057	478	171	478	220	397	334	236	38	307	196	255	240	111	36	228	76	44	LT
									A	4.0	20	344	951	465	130	465	250	384	328	215	LT	303	218	270	197	85	33	160	35	23	LT
		1.30 - 2.00							A	3.2	20	275	589	335	66	335	248	302	207	87	LT	171	160	160	123	LT	LT	83	29	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																					
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
										Avg. Aud. Share %	Avg. Aud. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+									
WEEKDAY DAYTIME CONT'D																																
AS THE WORLD TURNS							35	205	204	A	6.0	21	515	1198	772	116^	879	200	392	364	419	421	225	44^	81^	88^	97^	122^	24^	LT	70^	26^
M-F		1.30P	60	CBS	DD		99	99		B	6.2	22	533	1153	790	134	893	219	408	363	399	430	191	38	81	74	82	97	26	LT	43	14
1.30 - 2.00										A	6.0	21	515	1200	766	105^	871	190	383	357	411	425	239	46^	82^	92^	98^	132	23^	LT	67^	24^
2.00 - 2.30										A	6.1	22	524	1147	757	119^	866	204	389	359	414	412	196	39^	72^	72^	88^	109^	20^	LT	65^	22^
BODY LANGUAGE							35	93	93	A	1.6	5	137	1526	839	160^	920	212^	504	408^	388^	387^	373^	153^	219^	160^	154^	110^	124^	43^	109^	73^
M-F		4.00P	30	CBS	PV		50	50		B	1.8	6	155	1299	772	170	845	193	410	387	372	370	279	85	173	148	128	87	49	LT	126	48
CAPITOL							35	195	195	A	4.8	18	412	1170	729	123^	862	223	429	357	423	374	189	51^	92^	73^	90^	85^	41^	17^	78^	35^
M-F		2.30P	30	CBS	DD		94	94		B	4.9	18	421	1133	755	143	885	248	460	375	418	374	170	51	97	72	76	64	34	13	44	18
CBS EARLY MORNING NEWS							35	137	137	A	1.7	15	146	1226	499	308^	548	61^	260^	307^	397^	241^	535	55^	185^	212^	295^	323^	LT	LT	123^	89^
M-F		6.30A	30	CBS	N		88	88		B	1.6	16	137	1132	565	252	581	91	270	295	309	263	489	100	202	237	261	239	LT	LT	46	LT
CBS MORNING NEWS 1							35	199	199	A	3.2	14	275	1284	687	255	695	164^	386	347	381	305	473	73^	160^	141^	192^	299	25^	LT	91^	33^
M-F		7.30A	30	CBS	N		99	99		B	3.0	14	258	1337	714	270	738	187	388	381	352	317	508	63	163	159	224	326	30	LT	61	26
CBS MORNING NEWS 2							35	200	199	A	3.4	15	292	1308	796	174^	852	236	414	347	353	379	394	87^	161^	116^	161^	225	27^	LT	35^	LT
M-F		8.30A	30	CBS	N		99	99		B	3.2	14	275	1191	706	154	773	155	330	337	342	378	373	61	128	131	159	217	LT	LT	36	LT
DAYS OF OUR LIVES							30	208	208	A	6.6	23	567	1317	899	245	984	318	552	508	476	374	270	100^	145	143	104^	94^	23^	16^	40^	11^
M-F		1.00P	60	NBC	DD		99	99		B	6.2	22	533	1384	906	235	1001	357	577	497	413	386	282	94	148	118	115	116	35	28	66	13
1.00 - 1.30										A	6.5	23	558	1315	883	240	980	321	551	498	472	375	285	104^	149	140	109^	104^	16^	11^	34^	LT
1.30 - 2.00										A	6.7	23	576	1300	911	243	984	312	547	515	481	374	251	98^	140	144	94^	81^	23^	16^	42^	13^
GENERAL HOSPITAL							30	208	208	A	9.0	30	773	1281	728	208	852	406	586	454	315	230	242	142	161	126	33^	81^	99	93	88	34^
1 MTUWF		3.00P	60	ABC	DD		99	99		B	8.9	30	765	1351	783	238	911	441	656	522	344	220	230	120	153	117	51	75	115	100	95	47
1 THU.		3.10P	50																													
2 M-F		3.00P	60							A	8.9	30	765	1282	742	203	862	409	594	464	323	230	245	145	160	122	31^	85^	95	90	80^	25^
3.00 - 3.30										A	9.2	30	790	1262	705	207	830	399	573	441	300	226	237	140	161	130	35^	76^	102	94	93	41^
3.30 - 4.00										A	5.1	23	438	1107	715	237	774	262	396	380	278	331	264	43^	105^	132^	126^	132^	25^	LT	44^	23^
GOOD MORNING, AMERICA-730							30	207	207	B	4.7	23	404	1144	701	242	766	272	439	420	332	275	300	77	135	149	135	141	22	LT	56	32
M-F		7.30A	30	ABC	N		99	99		A	5.4	23	464	1088	806	267	841	289	507	435	328	296	196	LT	58^	95^	143	101^	LT	LT	43^	17^
GOOD MORNING, AMERICA-830							30	205	205	B	5.2	23	447	1064	755	185	790	234	438	428	356	307	229	29	87	98	139	121	LT	LT	39	12
M-F		8.30A	30	ABC	N		99	99		A	6.4	21	550	1200	707	125	862	222	432	365	433	373	211	55^	95^	89^	95^	98^	79^	56^	48^	27^
GUIDING LIGHT							35	206	206	B	6.4	21	550	1202	763	155	886	242	453	391	419	382	197	56	100	80	81	83	69	46	50	30
1 MTUWF		3.00P	60	CBS	DD		99	99		A	6.2	21	533	1203	712	117^	870	225	431	362	432	383	213	55^	98^	93^	97^	98^	72^	51^	48^	25^
1 THU.		3.11P	49							A	6.5	21	558	1213	712	132	867	223	440	373	442	367	211	56^	94^	89^	95^	98^	88^	65^	47^	31^
2 M-F		3.00P	60							A	4.3	16	369	1241	754	298	848	366	585	514	384	212	293	131^	180	149^	70^	110^	37^	27^	63^	22^
3.00 - 3.30										B	4.2	16	361	1221	750	253	878	374	604	516	378	222	246	110	155	124	73	89	36	31	61	19
3.30 - 4.00										A	4.1	11	352	1318	676^	202^	713^	320^	420^	251^	282^	243^	437^	207^	315^	315^	145^	122^	168^	168^	LT	LT
LOVING							30	185	184	A	4.1	12	352	1190	611^	151^	682^	295^	350^	253^	256^	230^	284^	196^	196^	196^	25^	88^	224^	224^	LT	LT
M-F		12.30P	30	ABC	DD		94	94		A	4.1	10	352	1432	733^	245^	733^	341^	479^	243^	300^	254^	588^	219^	431^	431^	261^	157^	111^	111^	LT	LT
MAIN STREET-TUESDAY(S)							117																									
1 TUE.		4.00P	60	NBC	CN		83			A	2.7	18	232	1414	624	426	680	124^	383	486	427	194^	620	254^	427	410	259^	158^	LT	LT	96^	73^
4.00 - 4.30										B	2.4	19	206	1326	615	352	677	152	370	426	352	233	507	163	291	293	240	175	50	LT	42	46
4.30 - 5.00										A	4.0	14	344	1180	869	156^	985	308	500	433	389	453	129^	26^	26^	44^	59^	85^	17^	LT	49^	33^
NBC NEWS AT SUNRISE							30	190	189	B	4.0	15	344	1184	852	137	950	312	505	414	374	426	157	47	58	45	64	86	30	21	47	16
M-F		6.30A	30	NBC	N		97	97																								
NBC NEWS DIGEST-DAYTIME							15	195	194	A	4.0	14	344	1180	869	156^	985	308	500	433	389	453	129^	26^	26^	44^	59^	85^	17^	LT	49^	33^
M-F		2.57P	1	NBC	N		96	96		B	4.0	15	344	1184	852	137	950	312	505	414	374	426	157	47	58	45	64	86	30	21	47	16

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																					
NEWSBREAK-11.57																																					
M-F 11.57A 2 CBS N 35 178 179 A 6.1 25 524 1208 673 120^ 755 238 359 296 286 360 349 99^ 162 146 157 170 33^ 14^ 71^ LT																																					
M-F 11.57A 2 CBS N 82 82 B 6.2 26 533 1286 718 174 824 256 442 375 324 353 331 83 152 132 144 165 30 16 101 11																																					
NEWSBREAK-3.44																																					
M-F 3.45P 1 CBS N 30 201 201 A 6.4 20 550 1195 692 136 843 216 424 359 417 360 214 59^ 98^ 94^ 98^ 95^ 92^ 65^ 46^ 29^																																					
M-F 3.45P 1 CBS N 97 97 B 6.4 21 550 1168 736 167 857 226 435 375 407 374 179 52 88 76 77 75 83 57 49 28																																					
ONE LIFE TO LIVE																																					
M-F 2.00P 60 ABC DD 30 209 209 A 7.8 28 670 1204 786 243 882 413 599 513 351 218 234 127 134 109 26^ 97^ 31^ 26^ 57^ 14^																																					
M-F 2.00P 60 ABC DD 99 99 B 7.6 28 653 1244 787 232 894 423 639 546 359 205 235 124 149 118 46 82 52 48 63 14																																					
2.00 - 2.30 A 7.7 28 661 1177 778 249 874 417 599 503 340 212 228 121 127 106 27^ 95^ 25^ 19^ 50^ 9^																																					
2.30 - 3.00 A 7.9 29 679 1214 794 236 888 409 601 520 360 221 233 130 137 109 21^ 96^ 33^ 30^ 60^ 16^																																					
PRESS YOUR LUCK																																					
M-F 10.30A 30 CBS QP 35 168 168 A 3.9 17 335 1251 701 93^ 848 269 401 368 338 381 269 89^ 138^ 158^ 126^ 96^ 27^ 14^ 107^ 21^																																					
M-F 10.30A 30 CBS QP 81 80 B 3.7 16 318 1229 726 122 845 254 395 345 339 405 236 54 132 130 127 87 23 LT 125 45																																					
PRICE IS RIGHT 1																																					
M-F 11.00A 30 CBS AP 35 208 208 A 6.0 25 515 1274 712 107^ 800 240 389 339 318 368 325 96^ 162 156 144 128 32^ 13^ 117^ 25^																																					
M-F 11.00A 30 CBS AP 99 99 B 6.0 26 515 1284 725 151 822 240 439 390 356 355 312 77 144 133 145 138 30 12 120 19																																					
PRICE IS RIGHT 2																																					
M-F 11.30A 30 CBS AP 35 208 208 A 7.5 31 644 1247 695 121 771 237 367 310 306 370 344 88^ 155 148 165 158 31^ 15^ 101^ 18^																																					
M-F 11.30A 30 CBS AP 99 99 B 7.5 31 644 1275 723 163 812 236 422 372 338 362 323 75 137 131 142 160 26 13 114 16																																					
RYAN'S HOPE																																					
M-F 12.00N 30 ABC DD 30 171 170 A 3.3 13 283 1254 847 335 928 455 671 531 417 214^ 243 95^ 155^ 142^ 74^ 88^ 26^ 18^ 57^ LT																																					
M-F 12.00N 30 ABC DD 91 90 B 3.2 12 275 1212 832 289 962 437 678 534 411 239 167 51 99 95 74 65 27 24 56 27																																					
SALE OF THE CENTURY																																					
M-F 10.30A 30 NBC QG 29 155 155 A 4.1 18 352 1190 623 150^ 762 213 316 258 262 418 292 76^ 121^ 122^ 114^ 151^ 48^ 25^ 88^ 34^																																					
M-F 10.30A 30 NBC QG 82 82 B 4.0 17 344 1178 634 137 785 214 342 290 287 423 240 68 98 104 83 124 45 24 108 29																																					
SANTA BARBARA																																					
1 MTUWF 3.00P 60 NBC DD 27 191 191 A 3.6 12 309 1379 803 129^ 913 321 499 385 363 372 237 98^ 113^ 82^ 61^ 103^ 119^ 64^ 110^ 85^																																					
1 THU. 3.10P 50 B 3.5 12 301 1313 740 117 853 312 430 352 317 373 218 88 105 66 74 97 128 90 114 69																																					
2 M-F 3.00P 60 A 3.4 11 292 1380 805 134^ 925 305 504 395 387 379 257 116^ 134^ 97^ 62^ 102^ 102^ 47^ 96^ 69^																																					
3.00 - 3.30 A 3.7 12 318 1415 819 128^ 926 344 507 384 348 375 231 92^ 110^ 76^ 66^ 101^ 133^ 81^ 125^ 97^																																					
3.30 - 4.00																																					
SCRABBLE																																					
M-F 11.30A 30 NBC QG 30 199 200 A 4.9 20 421 1257 672 178 834 242 339 312 316 413 292 95^ 118^ 110^ 69^ 152^ 26^ LT 105^ 28^																																					
M-F 11.30A 30 NBC QG 98 98 B 4.9 21 421 1240 688 120 838 259 365 301 290 425 257 72 97 85 71 147 33 14 112 37																																					
SEARCH FOR TOMORROW																																					
M-F 12.30P 30 NBC DD 30 151 151 A 2.7 10 232 1276 746 272^ 832 203^ 281^ 344 397 479 319 107^ 134^ 138^ 112^ 147^ 39^ 30^ 86^ 48^																																					
M-F 12.30P 30 NBC DD 77 77 B 2.7 10 232 1237 724 151 822 264 339 328 303 452 292 77 103 103 100 165 32 30 91 37																																					
SUPER PASSWORD																																					
M-F 12.00N 30 NBC QG 30 147 147 A 3.4 13 292 1178 750 96^ 860 210^ 302 345 298 459 236 38^ 69^ 65^ 79^ 151^ LT LT 69^ 17^																																					
M-F 12.00N 30 NBC QG 73 73 B 3.6 14 309 1131 675 72 787 197 288 280 270 441 216 38 81 76 92 126 26 LT 102 32																																					
THREE'S A CROWD DAYTIME																																					
M-F 11.00A 30 ABC CS 35 172 173 A 2.4 10 206 1238 771 408 874 457 617 432 311^ 218^ 296^ 111^ 209^ 213^ 156^ 68^ 29^ LT 39^ LT																																					
M-F 11.00A 30 ABC CS 84 84 B 2.5 11 215 1240 741 289 872 455 628 450 304 218 246 98 155 148 102 72 37 LT 85 29																																					
TODAY SHOW-7.30AM																																					
M-F 7.30A 30 NBC N 30 204 204 A 5.2 23 447 1282 703 253 730 177 399 436 361 267 409 101^ 217 226 202 147 46^ LT 97^ 65^																																					
M-F 7.30A 30 NBC N 99 99 B 4.8 23 412 1352 738 301 780 211 448 473 384 274 411 104 196 190 186 173 59 30 102 62																																					
TODAY SHOW-8.30AM																																					
M-F 8.30A 30 NBC N 30 204 204 A 5.1 22 438 1215 774 178 813 166 369 387 385 372 306 71^ 100^ 117^ 102^ 171 39^ 22^ 57^ 37^																																					
M-F 8.30A 30 NBC N 99 99 B 4.9 22 421 1232 794 185 846 218 422 404 386 368 315 73 126 130 118 161 19 LT 52 22																																					
\$25,000 PYRAMID																																					
M-F 10.00A 30 CBS QP 35 184 184 A 4.8 21 412 1296 704 111^ 826 219 378 333 351 404 353 132^ 188 206 148^ 122^ 13^ LT 104^ 24^																																					
M-F 10.00A 30 CBS QP 94 93 B 4.5 20 387 1240 735 141 834 180 384 353 400 419 297 76 166 173 158 101 20 LT 89 19																																					
WHEEL OF FORTUNE																																					
M-F 11.00A 30 NBC QG 30 206 207 A 6.9 29 593 1201 718 172 826 215 312 308 303 435 279 70^ 87^ 94^ 75^ 171 18^ 15^ 78^ 9^																																					
M-F 11.00A 30 NBC QG 99 99 B 6.8 29 584 1226 748 131 861 231 359 319 305 454 244 61 81 77 73 151 27 15 94 29																																					

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																														
CBS COLLEGE FOOTBALL					8	195	199	A	8.6	21	739	1360	351	135^	376	141^	197	182^	176^	148^	787	266	473	467	333	273	90^	9^	107^	70^
1	SAT.	2.36P	212	CBS SE	98	95	B	6.7	18	576	1400	386	128	428	134	210	186	178	190	749	217	402	420	338	292	107	23	116	68	
2 SAT. 3.34P 218																														
2.30 - 3.00							A	6.9	19	593	1405	349^	248^	349^	204^	227^	187^	107^	77^	766	353^	516	469	285^	193^	125^	69^	165^	125^	
3.00 - 3.30							A	8.3	23	713	1589	418	238^	418	225^	291^	255^	171^	85^	915	443	637	568	283^	228^	102^	35^	154^	133^	
3.30 - 4.00							A	7.6	21	653	1372	307	123^	324	128^	184^	188^	152^	121^	787	291	468	452	272	276	122^	25^	139^	83^	
4.00 - 4.30							A	8.5	23	730	1334	316	127^	321	103^	158^	181^	172^	140^	787	242	459	477	349	272	104^	LT	122^	86^	
4.30 - 5.00							A	8.8	23	756	1292	306	113^	313	88^	122^	157^	175^	156^	792	247	446	458	336	300	79^	LT	108^	65^	
5.00 - 5.30							A	9.4	23	807	1346	349	111^	383	155^	208	152^	174	147^	789	263	459	456	340	281	72^	LT	102^	75^	
5.30 - 6.00							A	9.9	23	850	1341	317	120^	377	161	212	156^	159	138^	802	262	476	459	363	293	75^	10^	87^	65^	
6.00 - 6.30							A	8.2	18	704	1419	466	146^	511	155^	241	214	214	239	744	230	454	443	339	273	84^	9^	80^	28^	
6.30 - 7.00							A	8.1	16	696	1295	394	137^	411	136^	210^	176^	202^	168^	725	190^	435	434	360^	272^	100^	LT	59^	23^	
7.00 - 7.30							A	8.4	16	722	1479	489	219^	543	131^	239^	251^	282^	257^	751	190^	464	496	397	255^	88^	LT	97^	42^	
CBS NFL TODAY					8	195	197	A	7.4	21	636	1555	414	162^	444	154^	243	229	154^	190^	868	275	597	611	437	238	85^	LT	158^	144^
SUN. 12.30P 30 CBS SC					98	98	B	6.6	20	567	1530	456	217	499	199	311	267	196	155	827	292	575	570	415	195	123	LT	81	62	
CBS NFL FOOTBALL GAME 1					8	206	208	A	19.1	45	1641	1544	402	219	426	152	257	216	195	159	858	277	532	523	434	269	137	41^	123	94
1 SUN. 1.00P 191 CBS SE					99	99	B	15.7	38	1349	1435	419	200	449	154	276	250	212	150	805	271	509	515	416	228	94	26	87	58	
2 SUN. 1.00P 184																														
1.00 - 1.30							A	15.7	40	1349	1533	384	232	412	161	262	219	187	146	848	289	574	571	413	231	140	27^	133	102	
1.30 - 2.00							A	18.1	44	1555	1493	382	215	403	160	251	214	176	146	848	278	532	536	428	266	117	23^	125	98	
2.00 - 2.30							A	18.9	45	1624	1475	417	226	437	154	254	220	205	176	834	250	501	503	453	284	89	18^	115	87	
2.30 - 3.00							A	19.0	44	1632	1542	422	241	441	157	270	225	215	162	867	292	538	523	445	268	102	19^	132	89	
3.00 - 3.30							A	20.5	46	1761	1585	401	216	425	154	255	203	187	160	886	300	544	507	426	279	157	62^	117	93	
3.30 - 4.00							A	21.6	47	1855	1582	413	207	433	141	256	217	197	164	841	265	507	495	418	272	196	83	112	94	
4.00 - 4.30							A	13.2	28	1134	1459	350	132	428	120	244	206	201	165	750	226	458	480	368	243	152	60^	129	71^	
CBS NFL FOOTBALL GAME 2					4	199	A	16.1	30	1383	1663	516	261	582	200	394	303	272	163^	878	306	562	519	409	261	110^	52^	93^	33^	
2 SUN. 4.15P 175 CBS SE					93		B	13.7	28	1177	1576	454	218	496	164	317	268	230	157	881	308	553	539	412	264	77	29	122	64	
4.00 - 4.30							A	15.4	33	1323	1662	498	283	571	234	424	301	254	126^	866	330	561	530	393	248	83^	44^	142^	46^	
4.30 - 5.00							A	16.0	33	1374	1639	451	255	530	234	397	276	217	115^	888	320	567	533	416	265	90^	43^	131^	45^	
5.00 - 5.30							A	16.0	32	1374	1639	487	269	557	205	411	308	259	129^	890	299	572	537	423	268	93^	58^	99^	45^	
5.30 - 6.00							A	14.9	29	1280	1590	491	259	556	196^	391	294	248	152^	865	289	563	525	415	253	90^	53^	79^	46^	
6.00 - 6.30							A	15.0	27	1289	1710	544	231	597	168^	363	296	295	197^	924	320	583	516	414	288	135^	50^	54^	8^	
6.30 - 7.00							A	17.2	29	1477	1750	555	260	616	191	399	313	317	182	891	324	581	508	397	250	170^	63^	73^	19^	
7.00 - 7.30							A	20.5	33	1761	1702	681	311	749	185	405	371	380	307	774	226	459	463	391	254	91^	45^	88^	20^	
CBS NFL FOOTBALL POST					4	159	A	9.8	21	842	1070	249^	53^	281^	34^	148^	148^	153^	133^	593	159^	365	350	285^	211^	109^	15^	87^	49^	
1 SUN. 4.22P 22 CBS SC					75		B	9.8	22	842	1259	361	119	423	99	232	208	207	173	643	223	414	408	315	188	81	11	112	76	
CBS STORYBREAK					6	198	200	A	5.3	18	455	1769	374	84^	420	282^	352	299	79^	59^	247^	191^	228^	141^	56^	LT	207^	32^	895	613
SAT. 11.00A 30 CBS CL					97	97	B	4.8	17	412	1953	356	167	444	299	362	235	96	80	240	174	207	156	50	16	334	84	935	656	
CFA COLLEGE FOOTBALL-PRE					8	167	156	A	2.8	8	241	1747	399^	75^	582	290^	416^	295^	250^	133^	618	302^	489^	447^	253^	120^	65^	28^	482^	340^
SAT. 3.00P 23 ABC SC					88	82	B	2.8	8	241	1386	341	132	410	162	241	200	194	147	635	271	408	371	274	180	89	30	252	153	
CFA COLLEGE FOOTBALL GAME					8	199	204	A	6.3	15	541	1392	350	131^	438	161^	195^	164^	178^	203^	807	254	416	441	348	323	39^	9^	108^	89^
1 SAT. 3.25P 211 ABC SE					98	99	B	6.0	16	515	1307	360	141	407	120	204	180	191	179	755	218	392	388	371	302	55	10	90	65	
2 SAT. 3.23P 202																														
3.00 - 3.30							A	4.0	12	344	2035	582^	122^	733^	309^	523^	432^	377^	165^	626^	284^	413^	405^	230^	181^	86^	31^	590^	545^	
3.30 - 4.00							A	4.5	12	387	1561	381	111^	525	194^	281^	209^	261^	211^	704	293^	459	434	281^	225^	22^	LT	310^	251^	
4.00 - 4.30							A	5.8	16	498	1367	300	109^	382	140^	141^	121^	150^	194^	802	271^	437	442	321	315	26^	LT	157^	123^	
CONT'D																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
							WK 1	WK 2		AVG. AUD. %	AVG. AUD. % (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+	
WEEKEND DAYTIME CONT'D																												
CFA COLLEGE FOOTBA-CONT'D																												
		4.30 - 5.00							A	6.0	16	515	1272	309	101^	394	174^	174^144^	148^180^	760	223^	383	398	324	325	35^ 12^	83^ 72^	
		5.00 - 5.30							A	6.3	16	541	1444	407	143^	481	196^	230^214^	178^199^	831	236^	405	453	377	345	44^ 12^	88^ 72^	
		5.30 - 6.00							A	6.7	15	576	1408	393	144^	469	163^	200^196^	192^207^	814	225^	374	411	351	357	40^ 12^	85^ 70^	
		6.00 - 6.30							A	8.2	17	704	1364	324	156^	420	120^	162^131^	180^225	858	268	423	457	388	341	55^ 13^	31^ 31^	
		6.30 - 7.00							A	7.8	16	670	1373	345	153^	407	150^	186^136^	154^205	879	297	455	494	372	342	53^ 7^	34^ 26^	
CFA COLLEGE FOOTBALL POST																												
		1 SAT. 6.53P			7 ABC SC	199	204	A	6.8	13	584	1325	421	149^	477	179^	210^161^	171^231^	777	314	400	422	304	299	52^ 16^	19^ 19^		
		2 SAT. 6.45P			15	98	99	B	5.5	12	472	1463	469	160	505	99	225	212	258	258	774	276	402	370	313	302	59 LT	125 48
CHARLIE BROWN&SNOOPY SHOW																												
		SAT. 12.30P			30 CBS CA	135	149	A	4.9	15	421	1670	423	162^	423	284^	321^291^	87^ 52^	517	380	451	214^	109^ 28^	159^ 57^	571 347			
					68 81			B	4.0	13	344	1700	403	200	439	257	313	255	122	90	340	221	291	148	95	32	245 109	676 409
DROIDS: ADVENTURES																												
		SAT. 10.00A			30 ABC CA	206	209	A	4.5	15	387	1884	237^154^	255^115^	125^ 83^	98^110^			473	369	403	369	59^ 70^	324^102^	832 465			
					99 99			B	4.5	15	387	1884	237 154	255 115	125 83	98 110			473	369	403	369	59 70	324 102	832 465			
DUNGEONS AND DRAGONS																												
		SAT. 11.30A			30 CBS CA	185	185	A	5.1	17	438	1715	433	195^	506	288^	372	243^	167^134^	324	264^	308^261^	60^ LT	289^ 81^	596 367			
					92 92			B	4.5	16	387	1841	358	215	463	282	350	224	133	113	290	207	260	219	73 LT	371 105	717 497	
EWOKS																												
		SAT. 9.30A			30 ABC CA	210	210	A	5.1	18	438	1957	237^ 85^	269^143^	167^ 90^	81^102^			335	286^	298^298^	12^ 37^	297^139^	1056 592				
					99 99			B	5.1	18	438	1957	237 85	269 143	167 90	81 102			335	286	298	298	12 37	297 139	1056 592			
FACE THE NATION																												
		SUN. 10.30A			30 CBS CC	128	123	A	3.2	10	275	1167	597	185^	651	131^	272^280^	305^317^	448^ 84^	266^266^	208^182^		39^ LT	29^ LT	LT			
					85 83			B	2.8	9	241	1113	559	187	624	160	287	268	282	286	455	116	257	245	233	185	24 LT	LT LT
GET ALONG GANG																												
		SAT. 1.00P			30 CBS CA	119	135	A	4.9	15	421	2005	460	164^	615	487	487	339	82^ 46^	445	218^	359	341	187^ 40^	256^133^	689 469		
					59 72			B	4.1	13	352	1775	392	176	462	334	382	254	89	39	261	121	201	174	110	36	316 185	736 475
GUMMI BEARS																												
		SAT. 8.30A			30 NBC CA	197	198	A	5.4	24	464	1888	226^ 25^	308	142^	165^111^	98^123^		238^138^	138^ 80^	72^ 62^	53^ 53^	1289 864					
					98 98			B	4.7	23	404	1768	200 37	225	106	140	86	69	73	150	64	94	82	58	40	152 87	1241 864	
IN THE NEWS-11.56AM																												
		SAT. 11.56A			3 CBS CN	185	185	A	4.8	15	412	1667	431	187^	503	305^	375	229^	150^128^	313^257^	300^258^	56^ LT	276^ 76^	575 365				
					92 92			B	4.2	14	361	1786	367	175	452	283	334	205	118	118	289	209	264	209	67 LT	324 84	721 489	
IN THE NEWS-12.26PM																												
		SAT. 12.26P			3 CBS CN	166	162	A	3.8	12	326	1693	525	260^	638	423	532	394^	129^ 86^	246^147^	225^166^	99^ LT	275^168^	534 406^				
					83 82			B	3.5	12	301	1848	502	297	617	399	493	314	161	104	298	168	237	140	95	52	274 158	659 404
IN THE NEWS-12.56PM																												
		SAT. 12.56P			3 CBS CN	135	149	A	5.2	16	447	1687	411	161^	411	275^	303	277^	84^ 52^	531	381	457	233^	120^ 30^	187^ 65^	558 327		
					68 81			B	4.1	13	352	1634	382	183	415	246	297	243	108	79	343	226	289	147	88	36	247 117	629 379
IN THE NEWS- 1.26PM																												
		SAT. 1.26P			3 CBS CN	119	135	A	4.8	15	412	2095	428	136^	603	475	475	333	82^ 46^	471	256^	381	356	171^ 44^	267^164^	754 509		
					59 72			B	4.1	13	352	1775	346	154	423	313	343	215	69	41	267	135	205	176	100	36	335 206	750 477
IT'S PUNKY BREWSTER																												
		SAT. 10.30A			30 NBC CA	182	197	A	7.1	25	610	1698	378	95^	380	212^	270	220^	134^ 51^	258	169^	178^ 70^	40^ 49^	227	189^	833 463		
					88 94			B	7.1	26	610	1662	296	129	315	196	242	161	90	46	161	105	118	73	37	31	252 177	934 521
KIDD VIDEO																												
		SAT. 11.30A			30 NBC CA	147	173	A	5.7	19	490	1745	397	78^	400	227^	269^173^	70^131^	254^167^	184^133^	49^ 38^	292	147^	799 439				
					76 93			B	5.7	20	490	1932	357	136	386	239	286	181	89	95	290	218	237	118	48	43	287 167	969 618
LAND OF THE LOST																												
		SAT. 12.00N			30 CBS CL	166	162	A	4.0	13	344	1721	526	242^	620	389^	492	388^	143^110^	269^169^	250^184^	100^ LT	289^162^	543 407				
					83 82			B	3.8	13	326	1941	508	291	629	402	497	326	167	114	311	190	258	155	90	47	270 138	731 469
LITTLES																												
		SAT. 11.30A			30 ABC CA	193	190	A	4.3	14	369	1596	255^152^	303^137^	155^166^	125^113^			322^166^	244^195^	78^ 78^	293^141^	678 360^					
					95 95			B	4.1	14	352	1482	313	120	351	162	224	204	117	108	237	124	169	122	76	68	210 153	684 403
MEET THE PRESS																												
		SUN. 12.00N			30 NBC CC	135	147	A	1.8	6	155	1342	560^173^	709^233^	341^245^	218^341^			574^181^	200^246^	239^264^		LT LT	52^ 52^				
					83 89			B	2.0	7	172	1368	565	263	613	161	277	263	261	305	679	166	301	300	272	344	LT LT	65 50

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. SHARE %		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL 6-11	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34			18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
WEEKEND DAYTIME CONT'D																															
PBA FALL TOUR										A	3.8 10	326	1377	595 190	675 193	270	270	193	380	554 223	330	273	132	224	31	18	117	107			
1 SAT. 4.33P 87 NBC SE										B	3.8 10	326	1377	595 190	675 193	270	270	193	380	554 223	330	273	132	224	31	18	117	107			
2 SAT. 2.00P 99										A	3.2 10	275	1822	692	280	717	290	359	298	153	358	814	461	665	494	247	149	LT	LT	291	291
2.00 - 2.30										A	3.3 10	283	1548	672	237	682	230	268	229	127	414	678	371	452	307	130	226	LT	LT	188	128
2.30 - 3.00										A	3.8 11	326	1537	740	356	740	236	309	347	218	351	702	281	413	344	188	289	LT	LT	95	95
3.00 - 3.30										A	4.4 13	378	1439	753	407	753	232	310	405	291	293	686	392	535	473	188	151	LT	LT	LT	LT
3.30 - 4.00										A	3.1 8	266	989	411	162	606	128	289	289	222	317	323	94	94	94	LT	229	LT	LT	60	60
4.00 - 5.00										A	4.1 10	352	1131	461	43	600	140	181	191	186	409	390	75	171	171	96	219	36	LT	105	105
5.00 - 5.30										A	5.1 11	438	1208	537	51	644	135	226	233	201	411	406	77	169	169	92	237	119	89	39	39
5.30 - 6.00										A	3.5 11	301	1844	406	143	452	253	275	262	118	81	459	239	374	332	172	48	196	166	737	459
POLE POSITION										B	3.1 10	266	1571	330 129	354 208	238	202	94	65	267 134	203	165	108	42	278 140	672	395				
SAT. 1.30P 30 CBS CA										A	3.4 9	292	1315	500	144	500	288	288	353	65	147	510	243	346	280	137	130	54	54	251	174
QUEST FOR THE CROWN(S)																															
1 SAT. 2.00P 30 CBS SC																															
75																															
ROCK N WRESTLING										A	5.8 20	498	1849	342 105	392 194	281	235	150	94	237	135	209	191	95	LT	331 119	889	558			
SAT. 10.00A 60 CBS CA										B	5.5 20	472	1832	323 91	352 204	272	194	112	71	220 104	159	144	83	43	323 110	937	641				
99 99										A	5.4 18	464	1998	349 120	392 196	294	242	154	82	230	106	200	184	114	10	354 112	1022	661			
10.00 - 10.30										A	6.1 21	524	1725	348 88	404 197	271	233	150	109	231	160	212	190	71	LT	311 123	779	472			
10.30 - 11.00																															
SCOOBY'S MYSTERY FUNHOUSE										A	3.0 17	258	1465	178	120	333	154	217	175	136	85	287	132	202	210	78	77	158	43	687	407
SAT. 8.00A 30 ABC CA										B	3.0 17	258	1465	178 120	333 154	217 175	136 85		287 132	202 210	78 77		158 43	687	407						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
														K E Y	AVG. AUD. SHARE		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		%	%	AVG. AUD. (0,000)			TOTAL	18- 34			18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																																
SUPERPOWERS TEAM										2	193	194	A	4.1	14	352	1980	254^145^	276^171^	171^128^	65^	82^	410	276^	327^253^	65^	83^	433	115^	861	463	
SAT. 10.30A 30 ABC CA										95	95	B	4.1	14	352	1980	254 145	276 171	171 128	65	82	410 276	327 253	65 83	433 115	861 463						
13 GHOSTS OF SCOOBY-DOO										2	194	193	A	3.7	12	318	1601	160^101^	169^	70^	70^	65^	75^	69^	378^224^	277^195^	53^101^	302^	97^	752	453	
SAT. 11.00A 30 ABC CA										93	94	B	3.7	12	318	1601	160 101	169 70	70 65	75 69	378 224	277 195	53 101	302 97	752 453							
THIS WEEK-DAVID BRINKLEY										5	191	188	A	3.8	11	326	1313	405^	92^	506	113^	113^120^	92^	328^	639	129^	249^261^	257^338^	18^	LT	150^	93^
SUN. 11.30A 60 ABC N										98	97	B	3.9	12	335	1294	492 125	539	99	130 128	132 365	616 120	261 280	294 308	40	LT	99	60				
11.30 - 12.00												A	3.8	12	326	1396	443 107^	539	98^	98^153^	126^346^	669 180^	297^273^	236^317^	20^	LT	168^	104^				
12.00 - 12.30												A	3.8	11	326	1212	358^	74^	472	131^	131^	84^	53^309^	598	76^	196^242^	270^356^	16^	LT	126^	73^	
WUZZLES										8	198	199	A	4.7	21	404	1673	185^	77^	212^129^	177^150^	62^	35^	224^	90^	125^125^	90^	99^	254^126^	983	562	
SAT. 8.30A 30 CBS CA										97	97	B	4.3	21	369	1781	227 70	248 143	184 139	66 61	174 69	112 112	62 62	184 59	1175 751							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 28, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		16,240 18.9		28,520 33.2									
	ABC TV		{		HARDCASTLE & MCCORMICK (SD)		NFL MONDAY NIGHT FOOTBALL SAN DIEGO CHARGERS VS L.A. RAIDERS (9:00-12:18AM)(SD)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{		12,890 15.0		13,230 15.4		18.5*		19.4*		16.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		22 14.1		27 16.8		27*		30*		27*			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		19,160 22.3		19,410 22.6		18,640 21.7		17,520 20.4					
	CBS TV		{		SCARECROW & MRS. KING (SUS-SD)		KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY					
	AVERAGE AUDIENCE (Households (000) & %)		{		15,380 17.9		17,180 20.0		16,660 19.4		14,350 16.7		16.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 17.7		29 19.6		29		28		29*			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		18,470 21.5		21,390 24.9									
	NBC TV		{		TV BLOOPERS & PRAC. JOKES (SD)		NBC MONDAY NIGHT MOVIES A TIME TO LIVE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)		{		14,090 16.4		14,690 17.1		16.7*		17.3*		17.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 15.1		27 16.8		25*		28*		32*			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		17,440 20.3		32,810 38.2									
	ABC TV		{		HARDCASTLE & MCCORMICK (SD)		NFL MONDAY NIGHT FOOTBALL DALLAS VS ST. LOUIS (9:00-12:23AM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{		13,310 15.5		16,750 19.5		21.7*		22.6*		19.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 15.8		32 19.1		30*		33*		29*			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		18,730 21.8		17,700 20.6		16,840 19.6		15,290 17.8					
	CBS TV		{		SCARECROW & MRS. KING (SD)		KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY					
	AVERAGE AUDIENCE (Households (000) & %)		{		14,950 17.4		15,810 18.4		15,120 17.6		12,280 14.3		14.4*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		25 15.7		26 18.0		25		23		24*			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		16,580 19.3		25,340 29.5									
	NBC TV		{		TV BLOOPERS & PRAC. JOKES (SD)		NBC MONDAY NIGHT MOVIES THIS CHILD IS MINE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)		{		12,200 14.2		18,120 21.1		20.9*		21.7*		22.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21 13.4		32 18.9		30*		33*		37*			

TV HOUSEHOLDS USING TV	WK. 1	63.8	64.9	65.7	66.9	66.5	67.7	69.0	69.5	68.2	68.4	67.2	65.8	62.2	60.3	58.0	55.2
(See Def. 1)	WK. 2	63.3	64.6	65.0	66.5	67.3	68.1	68.9	69.1	70.0	71.3	70.3	69.3	66.2	64.7	62.7	59.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. NOV. 4, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.29, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,190 23.5		17,350 20.2		20,870 24.3				16,320 19.0			
	ABC TV						WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (SD)				SPENSER: FOR HIRE	
	AVERAGE AUDIENCE (Households (000) & %)						17,520 20.4		15,980 18.6		16,490 19.2	18.9*		19.4*	12,890 15.0	15.6*		14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 19.4	21.4	28 18.6	18.5	29 18.6	29 *	19.5	29 *	25 15.7	25 *	15.0	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,200 17.7				19,330 22.5							
	CBS TV								DONALD DUCK'S 50TH BRTHDY (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)						10,480 12.2	12.0*		12.4*	13,490 15.7	14.0*		15.2*		16.5*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 12.2	18 *	18 *	18 *	25 13.8	21 *	14.8	23 *	27 *	27 *	17.2	29 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						19,930 23.2				17,950 20.9				15,980 18.6			
	NBC TV								A TEAM (SD)				RIPTIDE				REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)						15,810 18.4	17.2*		19.5*	14,000 16.3	16.3*		16.2*	13,230 15.4	15.4*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.7	26 *	29 *	29 *	25 16.4	25 *	16.2	25 *	26 15.5	25 *	15.6	26 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						20,010 23.3		19,500 22.7		26,890 31.3							
	ABC TV						WHO'S THE BOSS?		GROWING PAINS									
	AVERAGE AUDIENCE (Households (000) & %)						17,780 20.7		17,780 20.7		20,270 23.6	22.5*		24.0*		24.3*		23.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 19.8	21.7	30 20.1	21.2	34 22.2	32 *	23.8	33 *	35 *	35 *	24.0	36 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						15,030 17.5				27,490 32.0							
	CBS TV								DINOSAUR (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						10,650 12.4	12.4*		12.3*	20,010 23.3	20.9*		23.6*		24.5*		24.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 12.6	18 *	18 *	18 *	33 19.6	29 *	23.4	33 *	35 *	35 *	24.5	37 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						19,500 22.7				14,600 17.0		12,370 14.4		11,770 13.7			
	NBC TV								A TEAM (SD)				AMAZING STORIES SPECIAL		ALFRED HITCHCOCK SPECIAL			RIPTIDE
	AVERAGE AUDIENCE (Households (000) & %)						15,120 17.6	16.8*		18.4*	12,540 14.6		11,000 12.8		9,280 10.8	11.1*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.8	25 *	27 *	27 *	20 15.2	14.1	18 13.0	12.6	16 11.0	16 *	10.6	16 *
TV HOUSEHOLDS USING TV		WK. 1	60.7	62.2	63.0	64.2	65.2	66.7	67.1	67.3	66.1	66.2	66.5	65.6	61.9	61.2	60.1	57.3
(See Def. 1)		WK. 2	60.5	62.6	63.7	65.3	66.8	67.8	68.8	69.8	70.7	72.0	72.1	71.3	70.2	69.4	67.2	64.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. NOV.5, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.30, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,260 16.6				22,330 26.0				18,210 21.2			
	ABC TV								INSIDERS (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						10,570 12.3	11.5*		13.0*	22.0	21.4*		22.5*	15,380 17.9	18.1*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 11.4	18* 11.6		20* 13.7	33 21.0	32* 21.8		34* 22.5	31 18.2	30* 18.1		32* 17.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,750 19.5		15,200 17.7		12,370 14.4		10,820 12.6		14,520 16.9			
	CBS TV								GARFIELD'S HALLOWEEN		CHARLIE BROWN- GRT. PUMPKIN (R)(SUS-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)		EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)						14,260 16.6		13,740 16.0		10,310 12.0		9,360 10.9		12,030 14.0	14.0*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 16.0		24 17.1		18 11.9		17 10.9		24 13.7	23* 14.2		25* 13.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,130 24.6				15,980 18.6				14,000 16.3			
	NBC TV								HIGHWAY TO HEAVEN (SD)				HELL TOWN (SD)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)						16,660 19.4	18.7*		20.2*	14.4	14.4*		14.4*	11,510 13.4	13.4*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 18.4	29* 19.0		30* 20.2	22 14.7	22* 14.1		22* 14.4	23 13.4	22* 13.5		24* 13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,950 20.9				30,490 35.5							
	ABC TV								INSIDERS (SD)								NORTH AND SOUTH PT. 3 (SD)	
	AVERAGE AUDIENCE (Households (000) & %)						13,060 15.2	14.2*		16.2*	28.0	26.4*		28.2*		29.1*		28.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.2	22* 14.2		24* 17.4	42 26.1	38* 26.7		41* 28.5		44* 29.2		46* 28.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,520 16.9				13,310 15.5		11,680 13.6		13,660 15.9			
	CBS TV								YOU'RE-GOOD MAN, C BROWN (SUS-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)				EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)						10,480 12.2	12.0*		12.5*	11,510 13.4		10,140 11.8		10,140 11.8	11.9*		11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 12.2	19* 11.8		19* 12.7	19 13.0	18 13.8		17 11.8	18 11.9	18* 11.9		19* 11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,130 24.6				14,690 17.1				13,490 15.7			
	NBC TV								HIGHWAY TO HEAVEN (SD)				HELL TOWN (SD)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)						17,350 20.2	19.8*		20.6*	12.9	12.8*		13.1*	10,570 12.3	12.7*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 19.1	31* 20.5		31* 20.2	19 13.1	18* 12.5		19* 13.1	19 12.9	19* 12.5		19* 12.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.5	62.0	61.9	62.9	64.3	65.2	66.2	67.0	66.5	66.8	66.7	65.4	60.6	58.7	56.5	54.4
		WK. 2	61.9	62.8	63.0	64.0	63.8	64.9	66.4	68.2	69.1	69.4	68.7	68.8	66.6	65.7	63.5	61.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. NOV.6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.31, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,350 16.7								16,410 19.1			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,130 8.3	6.3*		8.0*		9.3*		9.5*	12,200 14.2	14.8*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 6.6	10 *	8.0	12 *	9.2	14 *	9.2	15 *	24 14.5	24 *	14.6	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,010 19.8				18,210 21.2				18,380 21.4			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,060 15.2	14.0*		16.4*	14,600 17.0	16.6*		17.3*	15,890 18.5	18.6*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 13.9	21 *	15.8	24 *	26 16.6	25 *	17.3	26 *	31 18.6	31 *	18.4	32 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						28,090 32.7		25,340 29.5		22,940 26.7		20,870 24.3		16,750 19.5			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						25,860 30.1		22,590 26.3		20,700 24.1		18,900 22.0		12,800 14.9	15.1*		14.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						46 29.1	31.1	39 26.6	26.1	36 23.8	34 24.3	21.9	25 15.7	25 *	25 *	14.6	26 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						17,870 20.8				28,600 33.3							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,460 14.5	14.1*		14.8*	22,160 25.8	24.3*		26.2*		26.8*		26.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 14.1	20 *	14.3	21 *	38 23.7	34 *	26.0	37 *	26.4	40 *	26.9	41 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						15,810 18.4				16,240 18.9				16,320 19.0			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,630 14.7	13.4*		16.0*	13,400 15.6	15.2*		16.0*	13,740 16.0	16.3*		15.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 12.9	19 *	16.1	22 *	22 14.9	21 *	16.0	23 *	25 16.1	24 *	15.8	25 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						30,410 35.4		27,060 31.5		19,930 23.2		17,270 20.1		16,840 19.6			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						27,400 31.9		24,830 28.9		18,120 21.1		15,630 18.2		13,400 15.6	15.7*		15.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						46 30.8	33.0	41 28.8	28.9	30 21.3	26 20.8	18.4	23 *	24 15.9	23 *	15.7	25 *
TV HOUSEHOLDS USING TV WK. 1		57.8	58.0	59.6	61.6	64.4	66.1	66.6	67.6	66.9	67.1	65.9	64.8	61.4	59.7	58.3	55.8	
(See Def. 1) WK. 2		58.5	60.4	62.2	65.2	69.0	70.9	70.9	71.5	71.0	71.7	71.1	70.8	67.7	66.2	64.9	62.3	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. NOV.7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 1, 1985

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,380 17.9		13,660 15.9		15,890 18.5								
	ABC TV					WEBSTER		MR. BELVEDERE (SD)						ABC MOVIE SPEC. IN THE MIDNIGHT HOUR (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					13,490 15.7		12,280 14.3		9,020 10.5	11.0*		10.1*		10.6*		10.3*	
	SHARE OF AUDIENCE %					26		24		17	18 *		16 *		18 *		17 *	
	AVG. AUD. BY ¼ HR. %					14.8	16.5	14.4	14.1	11.1	10.8	10.0	10.2	10.6	10.7	10.4	10.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,290 17.8				23,620 27.5				18,810 21.9				
	CBS TV							TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					11,000 12.8	12.3*		13.3*	20,190 23.5	22.4*		24.7*	16,490 19.2	19.6*		18.7*	
	SHARE OF AUDIENCE %					21	21 *		22 *	38	36 *		39 *	32	32 *		32 *	
	AVG. AUD. BY ¼ HR. %					12.3	12.2	12.8	13.8	21.4	23.4	24.6	24.8	19.9	19.4	18.8	18.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,170 16.5				15,460 18.0				21,900 25.5				
	NBC TV							KNIGHT RIDER (SD)				MISFITS OF SCIENCE				MIAMI VICE		
	AVERAGE AUDIENCE (Households (000) & %)					11,340 13.2	12.5*		13.9*	11,000 12.8	12.0*		13.5*	17,700 20.6	19.9*		21.3*	
	SHARE OF AUDIENCE %					22	21 *		23 *	20	19 *		21 *	35	33 *		36 *	
	AVG. AUD. BY ¼ HR. %					11.9	13.1	13.7	14.1	12.4	11.7	12.7	14.3	19.7	20.1	21.4	21.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,290 17.8		14,350 16.7		11,680 13.6		10,310 12.0		7,730 9.0				
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)				OUR FAMILY HONOR		
	AVERAGE AUDIENCE (Households (000) & %)					13,060 15.2		12,540 14.6		10,050 11.7		9,280 10.8		5,500 6.4				
	SHARE OF AUDIENCE %					25		23		19		17		11	6.4*		6.4*	
	AVG. AUD. BY ¼ HR. %					14.8	15.7	14.5	14.7	11.6	11.8	10.9	10.8	6.5	6.3	6.2	6.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,580 19.3				23,190 27.0				17,520 20.4				
	CBS TV							TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					12,110 14.1	13.4*		14.8*	19,500 22.7	22.1*		23.2*	15,290 17.8	18.2*		17.4*	
	SHARE OF AUDIENCE %					23	22 *		24 *	36	35 *		37 *	30	31 *		30 *	
	AVG. AUD. BY ¼ HR. %					13.2	13.5	13.9	15.6	21.5	22.6	23.3	23.1	18.3	18.0	17.8	17.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,060 18.7				14,950 17.4				22,760 26.5				
	NBC TV							KNIGHT RIDER (SD)				MISFITS OF SCIENCE (SD)				MIAMI VICE		
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8	13.1*		14.4*	11,340 13.2	12.7*		13.7*	18,900 22.0	21.6*		22.3*	
	SHARE OF AUDIENCE %					23	22 *		23 *	21	20 *		22 *	38	36 *		39 *	
	AVG. AUD. BY ¼ HR. %					13.1	13.1	14.4	14.5	12.8	12.6	13.1	14.3	21.3	22.0	22.3	22.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.5	56.9	56.9	57.7	58.6	60.0	60.0	60.8	61.8	62.5	62.7	63.2	60.9	59.8	59.1	58.7
		WK. 2	58.0	58.5	57.9	59.2	59.9	60.3	61.1	63.2	62.5	62.9	62.9	62.5	59.6	59.0	58.4	57.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. FRI. NOV. 8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.2, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,790 11.4				17,440 20.3							
	ABC TV						HOLLYWOOD BEAT (SD)				LOVE BOAT (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						6,960 8.1	7.7*		8.4*	12.7	10.8*		12.2*		13.5*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 7.9	13 *	8.1	14 *	21	17 *		20 *		23 *	14.2	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,950 17.4				17,610 20.5							
	CBS TV						AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE BADGE OF THE ASSASSIN (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						11,850 13.8	13.1*		14.6*	11,680 13.6	13.3*		13.7*		13.6*		13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 12.7	22 *	14.3	24 *	23 13.5	21 *		22 *		23 *	13.7	24 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,750 19.5		17,610 20.5		18,550 21.6		16,660 19.4		15,720 18.3			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (SD)	HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)						14,430 16.8		15,890 18.5		16,840 19.6		14,860 17.3		12,800 14.9	14.6*		15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 16.1	30 17.5	30 17.9	31 19.1	31 19.2	28 20.0	28 17.3	26 17.2	26 14.3	25 *	27 *	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,110 14.1				25,170 29.3							
	ABC TV						HOLLYWOOD BEAT (SD)				NORTH AND SOUTH PT. 5 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						8,160 9.5	8.5*		10.4*	19,930 23.2	21.5*		23.0*		24.2*		24.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 8.5	14 *	9.3	17 *	37 21.0	33 *		36 *		39 *	41 *	41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,120 17.6				16,240 18.9							
	CBS TV	(1)					AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE RISKY BUSINESS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	8.4*					11,250 13.1	13.0*		13.3*	9,110 10.6	9.7*		10.5*		11.2*		10.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 *					22 12.6	22 *	13.6	21 *	17 9.8	15 *		16 *		18 *	18 *	18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,270 20.1		18,640 21.7		18,120 21.1		15,460 18.0		15,120 17.6			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227	HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)						15,120 17.6		16,580 19.3		16,320 19.0		14,000 16.3		11,680 13.6	13.5*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 16.6	31 18.6	31 19.1	29 19.4	29 18.7	26 19.3	26 16.4	23 16.2	23 13.5	22 *	23 *	23 *
TV HOUSEHOLDS USING TV		WK. 1	55.9	57.4	57.1	57.5	58.7	60.2	61.0	62.2	62.4	62.2	61.9	61.9	59.4	57.8	57.4	57.4
(See Def. 1)		WK. 2	54.7	54.8	55.2	57.2	58.6	60.2	61.3	62.5	64.2	65.1	63.9	63.4	61.8	60.8	60.1	57.9

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, MIAMI VS MARYLAND & WASH. VS ARIZONA STATE, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. NOV.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.2, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

3,440
4.0

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %)

3,180
3.7

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9
3.7

W

E

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

10,740
12.5

SAT NIGHT'S MAIN EVENT 2

(11:30-12:54AM)
(SUSTAINING 12:54-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

5,840
6.8

7.3*

6.8*

6.3*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

20
7.5

18 *
7.0

6.9

6.6

6.5

6.0

TOTAL AUDIENCE {
(Households (000) & %)

2,490
2.9

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %)

2,580
3.0

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9
3.0

W

E

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

14,090
16.4

SATURDAY NIGHT

(11:30-12:53AM)
(SUSTAINING 12:53-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

8,160
9.5

11.7*

8.9*

7.5*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

28
12.2

29 *
11.3

9.4

27 *
8.4

7.7

28 *
7.1

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

52.3	48.2	41.5	38.5	34.6	31.5	28.6	25.8	22.5	20.4	17.9	16.2	14.6	13.0	11.8	10.6
51.1	47.2	41.6	38.6	34.1	31.2	27.5	25.4	21.9	19.9	16.9	14.6	13.2	12.2	11.0	10.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. NOV.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.3, 1985

A-16

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 15,720 18.3		{ 15,030 17.5		{ 28,600 33.3		NORTH AND SOUTH PT. 1 (SD)													
	ABC TV		RIPLEY'S BELIEVE IT-NOT		MACGYVER (SD)																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 11,000 12.8		{ 12,280 14.3		{ 22,160 25.8		{ 26.1* 36 *		{ 26.2* 39 *		{ 25.5* 40 *									
	SHARE OF AUDIENCE		{ 19 11.0		{ 20* 12.9		{ 37 24.7		{ 36* 26.2		{ 26.1 26.1		{ 24.9 24.9									
	AVG. AUD. BY ¼ HR.		{ 13.6 13.6		{ 13.3 13.3		{ 26.1 26.1		{ 26.0 26.0		{ 26.1 26.1		{ 24.9 24.9									
	TOTAL AUDIENCE (Households (000) & %)		{ 28,350 33.0		{ 25,430 29.6		{ 18,730 21.8		{ 14,000 16.3		TRAPPER JOHN, M.D.											
	CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		CRAZY LIKE A FOX (SD)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 21,130 24.6		{ 22,510 26.2		{ 15,120 17.6		{ 17.1* 24 *		{ 13.5 20		{ 13.4* 20 *		{ 13.6* 21 *							
	SHARE OF AUDIENCE		{ 37 22.1		{ 36 25.3		{ 24 18.3		{ 25* 18.0		{ 16.6 16.6		{ 13.3 13.3		{ 13.5 13.5							
	AVG. AUD. BY ¼ HR.		{ 23.5 23.5		{ 26.4 26.4		{ 26.0 26.0		{ 17.6 17.6		{ 13.6 13.6		{ 13.7 13.7									
	TOTAL AUDIENCE (Households (000) & %)		{ 9,620 11.2		{ 21,220 24.7		{ 24,740 28.8		NBC SUNDAY NIGHT MOVIE 48 HRS.													
	NBC TV		(1) (-OP)		SILVER SPOONS (7:35-8:00PM) (OP)		AMAZING STORIES (SD)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,500 9.9		{ 17,090 19.9		{ 17,870 20.8		{ 21.2* 29 *		{ 21.4* 31 *		{ 20.5* 32 *									
	SHARE OF AUDIENCE		{ 13.1* 22 *		{ 27 27 *		{ 30 28 *		{ 28* 28 *		{ 21.7 21.7		{ 21.1 21.1		{ 21.3 21.3							
	AVG. AUD. BY ¼ HR.		{ 14 9.0		{ 18.7 18.7		{ 20.3 20.3		{ 20.5 20.5		{ 21.1 21.1		{ 21.3 21.3		{ 21.3 21.3							
			{ 10.5 10.5		{ 19.6 19.6		{ 20.9 20.9		{ 20.9 20.9		{ 20.9 20.9		{ 20.9 20.9									
			{ 13.6 13.6		{ 12.6 12.6		{ 9.0 9.0		{ 10.5 10.5		{ 18.7 18.7		{ 19.6 19.6		{ 20.9 20.9							
			{ 13.6 13.6		{ 12.6 12.6		{ 9.0 9.0		{ 10.5 10.5		{ 18.7 18.7		{ 19.6 19.6		{ 20.9 20.9							
			{ 13.6 13.6		{ 12.6 12.6		{ 9.0 9.0		{ 10.5 10.5		{ 18.7 18.7		{ 19.6 19.6		{ 20.9 20.9							
			{ 13.6 13.6		{ 12.6 12.6		{ 9.0 9.0		{ 10.5 10.5		{ 18.7 18.7		{ 19.6 19.6		{ 20.9 20.9							

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 15,120 17.6				{ 18,550 21.6				{ 30,670 35.7															
	ABC TV																									
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,220 11.9		{ 11.4* 11.4		{ 12.4* 12.4		{ 13,400 15.6		{ 14.5* 14.5		{ 16.7* 16.7		{ 25,250 29.4		{ 27.6* 27.6		{ 29.6* 29.6		{ 30.4* 30.4		{ 30.1* 30.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 18 11.0		{ 17* 11.9		{ 18* 12.5		{ 22 14.3		{ 21* 14.7		{ 23* 15.5		{ 42 17.8		{ 38* 25.8		{ 42* 29.3		{ 44* 29.5		{ 46* 29.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 31,350 36.5				{ 28,950 33.7				{ 17,090 19.9				{ 14,260 16.6											
	CBS TV																									
	AVERAGE AUDIENCE (Households (000) & %)		{ 22,160 25.8		{ 23.3* 23.3		{ 26.6* 26.6		{ 23,110 26.9		{ 25.8* 25.8		{ 27.7* 27.7		{ 14,090 16.4		{ 16.8* 16.8		{ 16.4* 16.4		{ 11,000 12.8		{ 12.5* 12.5		{ 12.7* 12.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 38 21.6		{ 36* 23.8		{ 39* 27.6		{ 38 25.7		{ 37* 25.9		{ 39* 27.2		{ 23 28.3		{ 23* 17.8		{ 23* 16.4		{ 20 16.2		{ 18* 16.6		{ 19* 12.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,220 11.9		{ 7,040 8.2		{ 15,550 18.1		{ 12,970 15.1		{ 18,980 22.1															
	NBC TV																									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,420 9.8		{ 6,010 7.0		{ 13,310 15.5		{ 11,770 13.7		{ 13,230 15.4		{ 14.1* 14.1		{ 14.8* 14.8		{ 16.2* 16.2		{ 16.5* 16.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 9.2		{ 10 10.5		{ 22 14.7		{ 19 16.2		{ 22 14.2		{ 20* 13.1		{ 21* 14.7		{ 23* 16.0		{ 25* 16.4		{ 25* 16.8					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	63.7	65.4	67.3	68.9	70.8	72.2	73.7	74.2	73.1	73.1	72.6	72.0	68.8	67.2	65.4	62.2								
		WK. 2	64.3	66.2	67.1	68.6	70.2	70.5	71.4	72.1	72.3	71.8	71.2	71.2	69.7	68.6	67.1	64.3								

U.S. TV Households: 85,900,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,350 3.9													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,260 3.8													
	SHARE OF AUDIENCE %	{		17													
	AVG. AUD. BY ¼ HR.	{		3.8													
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,040 4.7													
	CBS TV	{		CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,870 4.5													
	SHARE OF AUDIENCE %	{		9													
	AVG. AUD. BY ¼ HR.	{		4.5													
1	TOTAL AUDIENCE (Households (000) & %)	{				1,630 1.9											
	NBC TV	{				6 MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,630 1.9											
	SHARE OF AUDIENCE %	{				7											
	AVG. AUD. BY ¼ HR.	{				1.9											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,210 4.9													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,950 4.6													
	SHARE OF AUDIENCE %	{		12													
	AVG. AUD. BY ¼ HR.	{		4.6													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,690 4.3													
	CBS TV	{		CBS SUNDAY NEWS-OSGOOD (11:10-11:25PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,610 4.2													
	SHARE OF AUDIENCE %	{		9													
	AVG. AUD. BY ¼ HR.	{		4.1 4.3													
2	TOTAL AUDIENCE (Households (000) & %)	{				1,550 1.8											
	NBC TV	{				6 MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,370 1.6											
	SHARE OF AUDIENCE %	{				5											
	AVG. AUD. BY ¼ HR.	{				1.6											
TV HOUSEHOLDS USING TV WK. 1		50.4	41.8	33.8	29.9	25.5	22.7	19.6	17.2	14.9	13.1	11.2	9.8	8.4	7.9	6.9	6.3
(See Def. 1) WK. 2		52.6	45.1	37.1	32.7	29.3	25.9	22.2	19.6	17.5	15.7	13.5	11.4	10.0	9.2	8.5	8.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. NOV.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.28-NOV.1, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,500 6.4				5,410 6.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,300 5.0				4,300 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			22 5.1 4.9				22 5.2 4.9									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,520 4.1				3,870 4.5				5,150 6.0		3,950 4.6			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.2				3,010 3.5				4,120 4.8		3,350 3.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			14 3.1 3.3				15 3.6 3.5				21 4.6 4.9		17 3.8 3.9			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			5,930 6.9				5,330 6.2				2,150 2.5		4,210 4.9			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				YOUR NUMBER'S UP		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			4,720 5.5				4,300 5.0				1,720 2.0		3,520 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			24 5.6 5.4				22 5.0 5.0				9 1.9 2.1		17 4.0 4.2			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			5,670 6.6				5,840 6.8									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,470 5.2				4,900 5.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			24 5.2 5.2				24 5.7 5.7									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,520 4.1				3,610 4.2				4,980 5.8		3,950 4.6			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.2				2,830 3.3				4,120 4.8		3,350 3.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 3.1 3.2				14 3.2 3.3				21 4.5 5.1		17 3.7 4.0			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,670 6.6				5,410 6.3				1,980 2.3		4,120 4.8			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				YOUR NUMBER'S UP		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			4,210 4.9				4,470 5.2				1,720 2.0		3,520 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			22 5.1 4.9				22 5.4 5.1				9 2.0 2.0		18 3.9 4.3			
TV HOUSEHOLDS USING TV WK. 1		16.2	18.1	19.6	21.3	22.5	23.2	22.8	22.9	23.3	23.7	23.5	23.3	22.8	23.1	23.1	23.3
(See Def. 1) WK. 2		14.4	16.6	18.6	20.2	21.6	22.7	22.6	22.7	22.9	23.6	23.5	23.5	23.0	23.2	23.0	23.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.4-8, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9		2,230 2.6		3,520 4.1		4,300 5.0		9,190 10.7			9,020 10.5			
	ABC TV		THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4		1,980 2.3		2,920 3.4		3,690 4.3		6,960 8.1			6,870 8.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	10 2.4		9 2.4		13 2.3		17 2.3		29 7.0		7.5* 8.0	27* 8.8		8.7* 8.1	30* 8.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,840 6.8		7,650 8.9				8,590 10.0				6,700 7.8			4,550 5.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.9		6,530 7.6				6,530 7.6		7.5* 29*		5,070 5.9			4,120 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 5.6		31 6.2				29 7.5		29* 7.6		21 6.0		22* 5.9	18 4.8	4.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.0		4,720 5.5		3,440 4.0		2,660 3.1		7,040 8.2			5,150 6.0			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8		4,120 4.8		3,010 3.5		2,320 2.7		5,580 6.5			3,870 4.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 6.6		20 7.0		14 5.0		10 4.7		23 6.2		6.4* 23*	6.7* 23*		4.6* 17*	4.3* 16*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,580 3.0		2,060 2.4		3,440 4.0		4,210 4.9		8,850 10.3			8,500 9.9			
	ABC TV		THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5		1,720 2.0		2,750 3.2		3,610 4.2		6,870 8.0			6,440 7.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	10 2.4		8 2.5		12 1.9		16 2.0		28 7.1		7.5* 27*	8.4* 29*		7.3* 27*	7.6* 28*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,100 7.1		7,390 8.6				8,930 10.4				6,870 8.0			4,720 5.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.1		6,360 7.4				6,610 7.7				5,330 6.2			4,210 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 5.9		31 6.3				30 7.6		29* 7.7		6.2* 6.2	6.2* 6.1		6.2* 6.1	18 4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.2		4,810 5.6		3,350 3.9		2,660 3.1		7,220 8.4			5,240 6.1			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9		4,210 4.9		2,830 3.3		2,320 2.7		5,670 6.6			3,950 4.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 6.8		21 7.1		13 4.9		10 5.0		23 6.4		6.5* 6.6	6.7* 6.7		4.8* 4.6	4.5* 4.4
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)			23.3	24.0	24.4	24.9	25.9	26.6	26.2	26.5	27.7	28.3	28.6	28.8	27.8	28.1	27.5
		WK. 2	23.7	24.0	23.8	24.6	26.0	27.0	26.6	26.9	27.7	28.2	28.4	28.5	27.8	28.1	27.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.28-NOV.1, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,390 12.1														11,510 13.4	
	ABC TV		GENERAL HOSPITAL (SUS-SD)>															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,990 9.3														9,960 11.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 8.9	31* 9.2			31* 9.6										20 11.3	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,530 7.6						1,630 1.9								13,230 15.4	
	CBS TV		GUIDING LIGHT (SD)(SUS-SD) (SUS-OP)>															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.1						1,370 1.6								11,510 13.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.8	20* 6.1			20* 6.3		5 1.5								23 13.1	13.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,040 4.7														12,460 14.5	
	NBC TV		SANTA BARBARA (SUS-OP)>															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,010 3.5														10,650 12.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.4	12* 3.3			12* 3.6										22 12.3	12.6
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	9,790 11.4														11,940 13.9	
	ABC TV		GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,560 8.8														10,390 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 8.5	29* 8.9			28* 8.8										21 12.0	12.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,390 8.6						1,890 2.2								12,890 15.0	
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6						1,460 1.7								11,250 13.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.3	21* 6.5			22* 6.7		5 1.6								12.9 13.3	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,040 4.7														12,200 14.2	
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,090 3.6														10,570 12.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.5	12* 3.4			12* 3.6										21 12.2	12.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	28.8 29.5	30.1 30.7	31.0 31.5	32.3 32.5	32.1 32.4	33.9 33.9	35.8 35.4	38.2 37.7	40.4 40.6	43.3 43.4	46.0 45.9	48.7 48.7	52.4 52.6	55.5 55.2	57.1 57.3	58.7 59.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 2, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,610 4.2		4,470 5.2		6,610 7.7		6,010 7.0		4,900 5.7		4,900 5.7	
	ABC TV						SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROID'S: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,830 3.3		3,610 4.2		5,410 6.3		5,070 5.9		4,470 5.2		4,040 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 2.9		18 3.6		24 6.1		20 6.4		17 5.3		16 4.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,610 4.2		4,120 4.8		6,700 7.8				6,790 7.9			
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,750 3.2		3,440 4.0		4,640 5.4		5.0*		4,550 5.3		4.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 2.9		17 3.6		19 4.6		19* 5.4		18 4.6		16* 4.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,780 4.4		5,760 6.7		6,790 7.9		7,470 8.7		9,280 10.8		7,220 8.4	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,260 3.8		4,980 5.8		5,500 6.4		6,440 7.5		8,070 9.4		6,440 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 3.5		25 4.0		24 6.1		26 6.8		31 9.3		27 7.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,260 3.8		4,210 4.9		4,980 5.8		4,470 5.2		3,870 4.5		3,690 4.3	
	ABC TV						SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROID'S: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,320 2.7		3,260 3.8		4,040 4.7		3,690 4.3		3,260 3.8		3,010 3.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 2.5		17 2.8		18 4.4		15 4.1		13 3.8		12 3.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					4,470 5.2		5,070 5.9		7,990 9.3				7,820 9.1			
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					3,440 4.0		4,550 5.3		5,760 6.7		6.3*		5,330 6.2		6.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 3.7		24 4.4		25 6.1		25* 6.6		22 5.9		21* 6.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,870 4.5		4,980 5.8		6,270 7.3		6,790 7.9		8,760 10.2		6,360 7.4	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,010 3.5		4,300 5.0		5,240 6.1		5,840 6.8		7,220 8.4		5,670 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 3.0		22 4.1		24 6.0		24 6.2		29 6.6		23 6.5	
TV HOUSEHOLDS USING TV WK. 1			10.9	12.8	14.6	16.4	18.4	20.8	23.5	25.0	25.8	27.9	28.9	30.1	30.0	30.5	30.2	30.4
(See Def. 1) WK. 2			8.9	10.9	13.4	15.5	18.4	20.2	22.7	25.1	26.6	27.8	28.6	29.1	28.8	28.8	29.2	29.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. NOV. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 2, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,470 5.2		4,720 5.5		4,550 5.3		4,210 4.9																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,090 3.6	3,950 4.6	4,470 5.2	3,180 3.7	4,550 5.3																					
	ABC TV			13 GHOSTS OF SCOOBY-DOO	LITTLES	ABC WEEKEND SPECIALS PIPPY LONGSTOCKING PART 2	AMERICAN BANDSTAND					ABC WIDE WORLD-SPORTS SP.																	
	AVERAGE AUDIENCE (Households (000) & %)		{	2,410	3,350	3,690	2,060	2,660																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	2.8 10 2.6	3.9 13 3.0	4.3 14 3.6	2.4 8 2.3	2.4* 8* 2.5	2.3* 7* 2.2					2.8* 8* 3.4															
E E K 3	TOTAL AUDIENCE (Households (000) & %)		{	5,840 6.8	4,900 5.7	4,380 5.1	5,150 6.0	5,580 6.5	3,610 4.2																				
	CBS TV			CBS STORYBREAK THE ROQUEFORT GANG	DUNGEONS AND DRAGONS (SD)	LAND OF THE LOST (SD)	CHARLIE BROWN/SNOOPY SHOW (SD)	GET ALONG GANG (SD)	POLE POSITION																				
	AVERAGE AUDIENCE (Households (000) & %)		{	5,070	4,470	3,350	4,300	4,550	3,090																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	5.9 20 5.9	5.2 17 5.2	3.9 13 4.1	5.0 16 4.6	5.3 17 5.3	3.6 11 3.5	3.6																			
NBC TV	TOTAL AUDIENCE (Households (000) & %)		{	7,560 8.8	6,270 7.3	4,980 5.8	3,870 4.5	6,360 7.4																					
	NBC TV			ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS	PBA FALL TOUR (2:00-3:39PM)																					
	AVERAGE AUDIENCE (Households (000) & %)		{	6,440	5,070	4,120	3,350	3,010																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	7.5 26 7.1	5.9 20 6.2	4.8 16 4.6	3.9 13 3.9	3.5 10 3.3					3.2* 10* 3.1																
TV HOUSEHOLDS USING TV WK. 1														30.6	31.4	31.9	32.3	31.9	32.4	32.3	32.9	32.9	33.5	33.8	34.2	34.9	36.0	35.5	36.0
(See Def. 1) WK. 2														29.2	29.6	30.0	29.8	29.7	30.2	30.4	31.8	31.7	32.4	32.8	33.1	33.3	33.3	34.1	34.8

TV HOUSEHOLDS USING TV	WK. 1	30.6	31.4	31.9	32.3	31.9	32.4	32.3	32.9	32.9	33.5	33.8	34.2	34.9	36.0	35.5	36.0
(See Def. 1)	WK. 2	29.2	29.6	30.0	29.8	29.7	30.2	30.4	31.8	31.7	32.4	32.8	33.1	33.3	33.3	34.1	34.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. NOV. 9, 1985

DAY SAT. NOV. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,640 5.4				600 .7									
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT									
	AVERAGE AUDIENCE (Households (000) & %)			3,010 3.5				600 .7									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11 3.6	3.6* 3.6		3.4* 3.4	10* .7		.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							7,300 8.5		30,070 35.0							
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)							5,410 6.3		15,720 18.3		14.6* 38 *		17.3* 42 *		18.2* 44 *	18.2* 43 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							18 5.4	7.2	13.0	16.1	17.2	17.7	17.8	18.6	18.4	18.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		6,270 7.3		18,300 21.3							
	NBC TV					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		4,720 5.5		9,020 10.5		8.7* 22 *		9.8* 24 *		9.9* 24 *	11.1* 26 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6 1.9	1.9	16 5.1	5.9	8.1	9.3	9.6	10.1	10.0	9.8	10.4	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,580 6.5													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				← PUBLIC SCHOOLS-CONFLICT (SUS) →									
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.1				4.2* 12 *									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12 4.0	4.0*		4.2* 4.2	12* 4.2									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							9,790 11.4		36,420 42.4							
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)							7,300 8.5		17,090 19.9		16.8* 46 *		18.9* 45 *		19.5* 46 *	19.7* 45 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							25 7.3	9.7	15.6	17.8	18.6	19.2	19.5	19.5	19.0	20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,890 2.2		5,580 6.5									
	NBC TV					MEET THE PRESS		NFL '85-NBC									
	AVERAGE AUDIENCE (Households (000) & %)					1,370 1.6		3,780 4.4									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					5 1.8	1.4	13 3.9	5.0								
TV HOUSEHOLDS USING TV WK. 1		32.2	33.1	32.9	32.3	33.0	34.5	35.8	37.4	39.9	41.6	42.3	43.1	42.4	42.9	43.1	43.8
(See Def. 1) WK. 2		32.3	33.3	33.4	33.4	34.2	35.9	36.5	37.0	38.9	40.8	40.8	42.0	41.4	42.9	43.1	44.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 3, 1985

		NATIONAL TV AUDIENCE ESTIMATES																
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																7,820 9.1 ABC WRLD NEWS TONIGHT-SUN	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																6,700 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																14 7.3 8.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																7,900 9.2 CBS EVENING NEWS-SUNDAY	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																6,700 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19.4	19.9	20.5	21.2	14.0	10.8	9.0	2.5								7.1 8.5	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																27,660 32.2	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																11,850 13.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	11.3	11.7	11.7	12.2	8.4	10.6	13.5	14.6	15.2	15.1	14.9	15.1	14.2	13.8	14.1	14.0	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																8,930 10.4 ABC WRLD NEWS TONIGHT-SUN	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																7,560 8.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																15 8.4 9.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																28,090 32.7	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																13,830 16.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21.2	21.2	21.9	22.0	12.8	15.4	15.6	16.5	16.3	15.7	15.0	14.9	15.0	15.1	16.6	17.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																25,940 30.2	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																11,510 13.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8.7	11.6	12.2	12.6	12.5	12.9	12.3	13.0	14.0	14.6	4.3	4.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.5	45.5	46.3	47.7	47.7	48.2	47.8	48.5	48.9	50.3	52.2	53.5	56.0	57.9	59.4	61.1
		WK. 2	44.8	45.4	45.8	46.3	47.1	47.5	48.3	50.1	51.0	51.8	52.1	53.7	57.1	59.6	61.8	62.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	9,530	11.1	9,530	11.1	17	11.1		10,480	12.2	10,480	12.2	19	12.2	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.18AM	+GRID	28,520	33.2	13,230	15.4	27			32,810	38.2	16,750	19.5	32		
	2	9.00-12.23AM	+GRID														
			11.00						14.0							18.2	
			11.15						12.7							17.6	
			11.30						11.8							18.1	
			11.45						10.4							18.1	
			12.00						9.1							16.9	
			12.15						8.5							15.2	
ABC ABC BUSINESS BRIEF-MON	1	10.49-10.50PM	10.45	12,200	14.2	12,200	14.2	24	14.2								
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	13,570	15.8	13,570	15.8	24	15.8		15,630	18.2	15,630	18.2	26	18.2	
	2	9.51- 9.52PM	9.45														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,110	14.1	12,110	14.1	21	14.1		14,860	17.3	14,860	17.3	25	17.3	
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	15,550	18.1	15,550	18.1	28	18.1								
	2	10.00-10.01PM	10.00								21,390	24.9	21,390	24.9	37	24.9	
EVENING THURSDAY																	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	7,820	9.1	7,820	9.1	14	9.1		19,330	22.5	19,330	22.5	32	22.5	
	2	9.46- 9.47PM	9.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	10,820	12.6	10,820	12.6	21	12.6		11,080	12.9	11,080	12.9	21	12.9	
	2	8.41- 8.42PM	8.30								6,700	7.8	6,700	7.8	12	7.8	
ABC ABC NEWSBRIEF-FRI	2	9.58- 9.59PM	9.45														
	1	10.01-10.02PM	10.00	7,820	9.1	7,820	9.1	15	9.1								
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	6,010	7.0	6,010	7.0	11	7.0		12,280	14.3	12,280	14.3	23	14.3	
ABC ABC NEWSBRIEF-SAT.	2	9.51- 9.52PM	9.45								17,270	20.1	17,270	20.1	32	20.1	
	1	10.03-10.04PM	10.00	9,880	11.5	9,880	11.5	19	11.5								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	11,600	13.5	11,600	13.5	22	13.5		7,820	9.1	7,820	9.1	15	9.1	
CBS NEWSBREAK-SAT.	1	9.52- 9.53PM	9.45	9,190	10.7	9,190	10.7	17	10.7								
	2	9.56- 9.57PM	9.45								7,390	8.6	7,390	8.6	14	8.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,710	14.8	12,710	14.8	24	14.8		11,680	13.6	11,680	13.6	22	13.6	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	11,000	12.8	11,000	12.8	21	12.8								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN CONT'D	1	8.24- 8.25PM	8.15	10,480	12.2	10,480	12.2	17	12.2								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY-CONT'D																	
ABC ABC SPORTS UPDATE-SUN-CONT'D	2	8.29- 8.30PM	8.15								11,340	13.2	11,340	13.2	19	13.2	
ABC ABC NEWSBRIEF-SUN.	2	9.53- 9.54PM	9.45								22,680	26.4	22,680	26.4	37	26.4	
	1	10.04-10.05PM	10.00	19,590	22.8	19,590	22.8	33	22.8								
CBS CBS NFL FOOTBALL GAME 2	2	4.15- 7.10PM	-GRID 7.00								28,090	32.7	13,830	16.1 20.5*	30 33*	20.5	
CBS 60 MINUTES	2	7.10- 8.10PM	-GRID 8.00								31,350	36.5	22,160	25.8 28.6*	38 41*	28.6	
CBS MURDER, SHE WROTE	2	8.10- 9.10PM	-GRID 9.00								28,950	33.7	23,110	26.9 26.6*	38 36*	26.6	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	17,780	20.7	17,780	20.7	28	20.7								
CBS CRAZY LIKE A FOX	2	9.10-10.10PM	-GRID 10.00								17,090	19.9	14,090	16.4 15.5*	23 22*	15.5	
CBS SPORTSBREAK-SUN	2	9.08- 9.09PM	9.00								17,180	20.0	17,180	20.0	27	20.0	
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	9,880	11.5	9,880	11.5	16	11.5								
	2	10.08-10.09PM	10.00								9,530	11.1	9,530	11.1	16	11.1	
CBS TRAPPER JOHN, M.D.	2	10.10-11.10PM	-GRID 11.00								14,260	16.6	11,000	12.8 13.8*	20 25*	13.8	
NBC NFL FOOTBALL GAME 2-NBC	1	4.12- 7.36PM	-GRID	27,660	32.2	11,850	13.8	26									
			7.30			11.6*	19*	11.7									
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,820	12.6	10,820	12.6	17	12.6		6,790	7.9	6,790	7.9	11	7.9	
NBC NBC NEWS DIGEST-2-SUN.	2	9.54- 9.55PM	9.45								10,140	11.8	10,140	11.8	17	11.8	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	>		11.30 11.45 12.00	4,900	5.7	3,690	4.3	13	5.0 3.7 3.2	TU-F TU-F TU-TH	5,670	6.6	4,470	5.2	15	5.8 4.6 3.6	TU-F TU-F W & F
ABC EYE ON HOLLYWOOD	>		12.00 12.15 12.30 12.45 1.00 2.00 2.15 2.30	940	1.1	860	1.0	5	1.2 1.1 1.0 1.0 .8 1.0 1.0 1.2	TU-F TUE. TU-TH TU-TH THU. FRI. FRI. FRI.	1,200	1.4	1,030	1.2	6	1.5 1.5 1.2 1.3 1.4 .8 .9 .9	TU-F THU. TU-TH TU-TH WED. FRI. FRI. FRI.
ABC ABC NEWS:NIGHTLINE-MON	1	12.54- 1.24AM	12.45	3,950	4.6	3,260	3.8	22	4.3	MON.							
	2	1.02- 1.47AM	1.00 1.15 1.30 1.45						3.9 3.4	MON. MON.	4,380	5.1	3,350	3.9 4.1*	22 21*	4.5 3.8 3.6 3.2	MON. MON. MON. MON.
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	12,890	15.0	12,890	15.0	22	15.0	TU&TH	12,370	14.4	12,370	14.4	21	14.4	MTUTH
CBS NEWSBREAK-M-F	>		9.45	11,170	13.0	11,170	13.0	20	13.0	M-F	11,600	13.5	11,600	13.5	20	13.5	M-F
CBS CBS LATE NIGHT I	>		11.30 11.45 12.00 12.15	5,930	6.9	4,120	4.8 5.1*	16 15*	5.3 4.9 4.7 4.6	M-F M-F M-F M-F	6,610	7.7	4,380	5.1 5.5*	17 16*	5.8 5.1 4.9 4.6	M-F M-F M-F M-F
CONT'D																	
						4.7*	18*								4.7*	17*	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT I-CONT'D			12.30					4.3*	20*	4.4	M-F					5.0*	23*	4.7	M-F
CBS CBS LATE NIGHT II		>	12.30	3,350	3.9	2,660	3.1	18		3.4	M-F	3,520	4.1	2,660	3.1	17		3.6	M-F
			12.45					3.3*	17*	3.1	M-F					3.3*	16*	3.1	M-F
			1.00							3.0	M-F							2.9	M-F
			1.15					2.9*	18*	2.9	M-F					2.8*	17*	2.7	M-F
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,120	1.3	940	1.1	12		1.2	M-THSU	940	1.1	860	1.0	11		1.0	M-THSU
			2.15							1.1	M-THSU							.9	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,200	1.4	1,030	1.2	16		1.2	M-THSU	1,030	1.2	860	1.0	13		1.0	M-THSU
			2.45							1.4	M-THSU							1.0	M-THSU
			2.30							1.2	M-THSU							1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,060	2.4	1,030	1.2	23		1.3	M-THSU	1,800	2.1	940	1.1	20		1.2	M-THSU
			3.15					1.3*	21*	1.2	M-THSU					1.2*	18*	1.1	M-THSU
			3.30							1.2	M-THSU							1.1	M-THSU
			3.45					1.2*	22*	1.2	M-THSU					1.1*	19*	1.1	M-THSU
			4.00							1.3	M-THSU							1.0	M-THSU
			4.15					1.2*	24*	1.2	M-THSU					1.0*	19*	1.1	M-THSU
			4.30							1.2	M-THSU							1.1	M-THSU
			4.45					1.2*	26*	1.2	M-THSU					1.1*	22*	1.1	M-THSU
			5.00							1.2	M-THSU							1.0	M-THSU

			5.15					1.2*	25*	1.2	M-THSU					1.0*	20*	1.0	M-THSU
			5.30							1.2	M-THSU							1.0	M-THSU
			5.45					1.2*	23*	1.2	M-THSU					1.0*	19*	.9	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,170	13.0	11,170	13.0	20		13.0	M-F	10,820	12.6	10,820	12.6	18		12.6	M-F
NBC NBC NEWS DIGEST-2-M-F		>	9.45	10,820	12.6	11,600	13.5	21		12.5	M & W	10,570	12.3	10,570	12.3	18		12.3	M-F
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,880	11.5	6,440	7.5	25		8.7	M-F	9,960	11.6	6,180	7.2	22		8.5	M-F
			11.45					8.2*	24*	7.8	M-F					8.0*	22*	7.5	M-F
			12.00							7.3	M-F							6.8	M-F
			12.15					6.8*	25*	6.3	M-F					6.4*	23*	5.9	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,690	4.3	3,010	3.5	18		3.9	M-TH	4,040	4.7	3,520	4.1	20		4.3	M-TH
			12.45							3.2	M-TH							3.8	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,010	7.0	3,350	3.9	20		5.8	FRI.	5,670	6.6	3,690	4.3	22		5.3	FRI.
			12.45					5.1*	21*	4.5	FRI.					5.0*	21*	4.6	FRI.
			1.00							3.7	FRI.							4.6	FRI.
			1.15					3.6*	18*	3.5	FRI.					4.4*	22*	4.3	FRI.
			1.30							3.0	FRI.							3.8	FRI.
			1.45					2.9*	18*	2.8	FRI.					3.5*	21*	3.1	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,660	3.1	2,230	2.6	17		2.8	M-TH	3,090	3.6	2,660	3.1	20		3.3	M-TH
			1.15							2.4	M-TH							2.9	M-TH
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,890	2.2	1,720	2.0	18		2.0	M-F	1,290	1.5	1,200	1.4	14		1.4	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,750	3.2	2,580	3.0	18		3.0	M-F	2,320	2.7	2,150	2.5	16		2.5	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F			2.45	6,700	7.8	6,530	7.6	28		7.8	M-F	6,440	7.5	6,360	7.4	27		7.4	M-F
ABC ABC SPECIAL REPORT-3:00P(SUS)	1	3.00- 3.10PM	3.00								THU.								
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00									8,500	9.9	6,360	7.4	21		7.0	WED.
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
DAY MONDAY-FRIDAY-CONT'D																		
ABC ABC AFTERSCHOOL SPECIAL(S)-CONT'D																		
			4.15												7.1*	21*	7.3	WED.
			4.30														7.6	WED.
			4.45												7.6*	21*	7.6	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,980	2.3	1,550	1.8	15	1.7	M-F	1,800	2.1	1,370	1.6	15	1.5	M-F	
			6.45						2.0	M-F						1.8	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,500	6.4	5,330	6.2	25	6.2	M-F	5,330	6.2	5,150	6.0	25	6.0	M-F	
CBS CBS NEWS SPECIAL RPT.-THU(SUS)	1	3.00- 3.11PM	3.00							THU.								
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,300	5.0	4,300	5.0	16	5.0	MMF	4,980	5.8	4,980	5.8	18	5.8	MMF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.	
CBS NEWSBREAK-3.44		3.45- 3.46PM	3.45	5,150	6.0	5,150	6.0	19	6.0	M-F	5,760	6.7	5,760	6.7	21	6.7	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	3,260	3.8	2,410	2.8	18	2.2	M-F	3,180	3.7	2,230	2.6	19	2.0	M-F	
			6.45						3.3	M-F						3.1	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,350	3.9	3,350	3.9	14	3.9	MMF	3,440	4.0	3,440	4.0	14	4.0	MMF	
NBC REAGAN PRESS CONF.-NBC(SUS)	1	3.00- 3.10PM	3.00							THU.								
NBC MAIN STREET-TUESDAY(S)	1	4.00- 5.00PM	4.00	6,180	7.2	3,520	4.1	11	3.9	TUE.								
			4.15					4.1*	12*	4.4	TUE.							

			4.30 4.45						4.1* 10*	4.1 4.1	TUE. TUE.								
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,440	4.0	3,010	3.5	18	3.5			2,830	3.3	2,230	2.6	14	2.6		
ABC ABC FUN FIT-10:55AM		10.55-10.59AM	10.45	4,640	5.4	3,950	4.6	15	4.6			3,520	4.1	2,490	2.9	10	2.9		
ABC CFA COLLEGE FOOTBALL-PRE		3.00- 3.23PM	-GRID 3.15	2,830	3.3	2,150	2.5	7				3,090	3.6	2,660	3.1	9			
ABC CFA COLLEGE FOOTBALL POST	1	6.53- 7.00PM	6.45	8,680	10.1	6,610	7.7	15	2.5 7.7								3.0		
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,720	5.5	4,210	4.9	15	4.9			4,470	5.2	4,040	4.7	16	4.7		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,690	4.3	3,440	4.0	12	4.0			3,260	3.8	3,010	3.5	12	3.5		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,470	5.2	4,300	5.0	15	5.0			4,900	5.7	4,640	5.4	17	5.4		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,780	4.4	3,520	4.1	12	4.1			4,810	5.6	4,640	5.4	17	5.4		
CBS CBS COLLEGE FOOTBALL PRE	1	2.30- 2.36PM	2.30	6,270	7.3	4,640	5.4	15	5.4										
	2	3.30- 3.34PM	3.30									5,330	6.2	4,120	4.8	14	4.8		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,380	5.1	4,210	4.9	25	4.9			3,780	4.4	3,690	4.3	23	4.3		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,240	6.1	5,070	5.9	25	5.9			4,980	5.8	4,810	5.6	24	5.6		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,390	8.6	7,220	8.4	27	8.4			6,100	7.1	6,010	7.0	24	7.0		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,270	7.3	6,100	7.1	23	7.1			6,960	8.1	6,610	7.7	26	7.7		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,470	5.2	4,380	5.1	17	5.1			4,900	5.7	4,720	5.5	18	5.5		
NBC BREEDER'S CUP SERIES(S)	1	12.30- 4.33PM	-GRID 4.30	12,800	14.9	3,440	4.0	11		3.3									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
NBC PBA FALL TOUR	2	2.00- 3.39PM	→GRID 3.30								6,360	7.4	3,010	3.5	10 4.4* 13*	4.4	
DAY SUNDAY																	
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.11PM	→GRID 4.15	30,070	35.0	15,720	18.3	43 13.3* 28*	10.8								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.08PM	→GRID	18,300	21.3	9,020	10.5	25			25,940	30.2	11,510	13.4	25		
	2	4.00- 7.19PM	→GRID 4.00 6.30 6.45 7.00 7.15 7.30				10.2*	22*	10.5					15.1 15.4 15.8 16.5* 26* 10.5 <<			
NBC NFL FOOTBALL POST NBC(B)	2	4.07- 4.22PM	4.00 4.15								3,780	4.4	3,440	4.0	9	4.5 3.5	

Bulletin

November 22, 1985

THE PRESIDENT'S OCTOBER 31 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Thursday October 31, 1985, at 3:00-3:10PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	17.5	15.0
Average Audience		
Households	18.0	15.5
Total Persons*	8.3	18.7
Total Women	14.6	13.1
18-49	12.3	7.0
Total Men	4.1	3.3
18-49	2.8	1.6
Total Teens	6.7	1.4
Total Children*	2.8	0.9

*Excluding children under 2 years of age.

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